

# ELECTRICAL MERCHANDISING

FEBRUARY • 1956

McGraw-Hill Publishing Co., Inc.

PRICE SEVENTY-FIVE CENTS



1956: BIGGEST YEAR FOR  
AIR CONDITIONING?

SYD LANDI

# APEX SPIRAL DASHER WASHER SPRING SALES SPECIAL!

APEX-LOVELL  
DELUXE  
WRINGER

FAST-ACTION  
PUMP—  
BELL TIMER

PORCELAIN TUB  
WITH  
"WASHBOARD  
SIDES"

APEX HEAVY-  
DUTY MOTOR—  
FREE-RUNNING  
MECHANISM

PLUS  
MANY OTHER  
APEX EXTRAS!



**BIG 22-GALLON CAPACITY  
...SELLS FOR ONLY**

**\$129<sup>95</sup>**

*Slightly higher  
in West and South*

**...you make a full profit on every sale!**

Suggested Retail Price, Model 1065-P . . . . \$169.95

Special sales-starting trade-in allowance . . 40.00

**YOUR CUSTOMERS PAY ONLY . . . . . \$129.95**

*(Model 1065, without pump, \$159.95)*

**THE INDUSTRY'S NO. 1 SALES CLINCHER...**



**Famous APEX  
Spiral Dasher**

with Jet Washing Action and exclusive "Silk Line"

- ★ SAFE, GENTLE, THOROUGH  
TOP-TO-BOTTOM CLEANSING!
- ★ GUARANTEES GREATER  
WASHER SALES AND PROFITS!

**PLUS a complete, step-up line of Apex Spiral Dasher Washers**



**MODEL 1060-P**  
Automatic-timed,  
Apex Instinctive  
Safety Wringer,  
extra large  
capacity



**MODEL 1061-P**  
Automatic-timed,  
extra large  
capacity



**MODEL 1062-P**  
Automatic-timed,  
moderately  
priced



**MODEL 1063-P**  
Large family-size  
capacity,  
budget-priced

**AND revolutionary new  
APEX *Foldaway*  
SPIRAL DASHER WASHER**

**THE FIRST,  
FULL-SIZE,  
FULL-LOAD,  
FOLDING  
WRINGER  
WASHER!**



**WRITE TODAY FOR  
COMPLETE DETAILS!**

**Apex**

**HOUR-SAVING APPLIANCES**

APEX ELECTRICAL MANUFACTURING COMPANY  
1070 East 152nd Street • Cleveland 10, Ohio



# ELECTRICAL MERCHANDISING

A MCGRAW-HILL PUBLICATION

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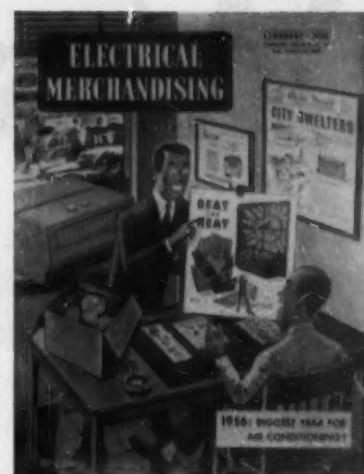
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February, 1956

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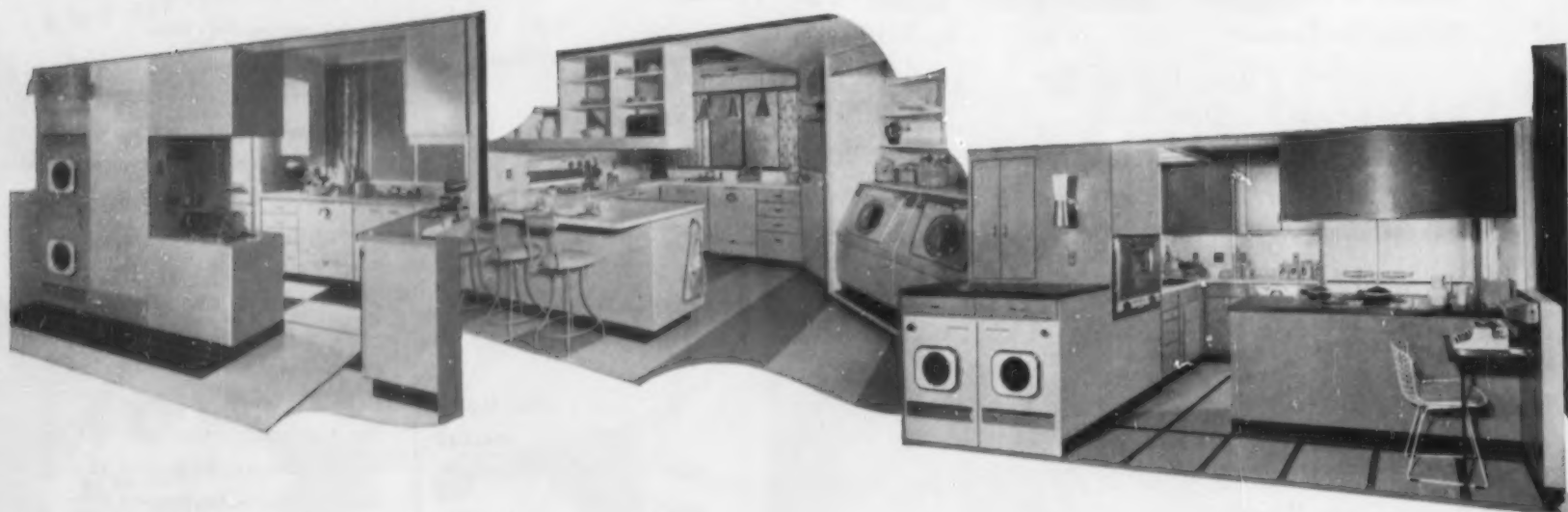
### NEW YORK

### ATLANTA BOSTON CHICAGO

### CLEVELAND DALLAS LOS ANGELES PHILADELPHIA SAN FRANCISCO

# Westinghouse SHOW

these Confection Color Kitchens  
will be **SALES WINNERS**  
for **YOU, TOO!**



**A hit at the Market!** These specially designed dream kitchens really stopped the Show at the Chicago Market.

**A hit on TV!** Betty Furness gave 20,000,000 potential customers a sales tantalizing, comprehensive preview on Studio One, January 9.

**A hit for YOU!** These full-scale kitchens will receive nation wide exposure, exciting consumer interest that will increase *your* sales of complete kitchens. Ask your Westinghouse Distributor about the new "Confection Color Kitchen Idea Book" by Melanie Kahane. It pictures many additional stimulating, dramatic kitchens in full color. Here's established proof that the Westinghouse full line is completely coordinated . . . gives you real help in getting more sales! More multiple sales! More complete kitchen sales!

Ask your distributor today about the new Westinghouse kitchen approach to multiple Major Appliance sales that has **REAL RETAIL SALES EXCITEMENT**. It's made to order to increase **YOUR SALES!**



# STOPPERS!



**YOU CAN BE SURE...**  
**IF IT'S**  
**Westinghouse**



**Melanie Kahane**, internationally known interior designer, created these kitchens to combine the most advanced styling with the most functional arrangement . . . with results that start a new trend in kitchens! They make color irresistible. They intensify interest in matched appliances. They demonstrate the limitless individual style that's possible with Westinghouse products. They'll be **HIGH-PROFIT SALES MAKERS** for YOU!

# *FLASH!* CORY SOLVES REPLACEMENT GLASS PROBLEM!

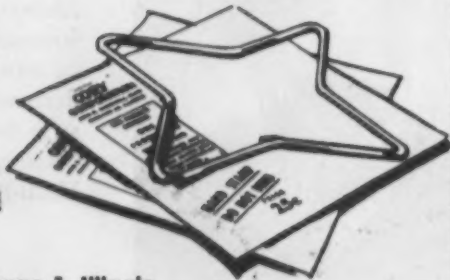
**Brand new Cory "Perc" plan gives dealer \$2<sup>95</sup> replacement bowl plus TWO 25¢ safety grids free with every 3 "Percs" purchased!**



**PLUS**

**TWO 25¢ VALUE  
SAFETY GRIDS FREE**

**CORY CORPORATION  
221 N. La Salle St., Chicago 1, Illinois**



Now—every time you buy 3 fast-selling Cory Glass "Percs" (Model DGP) you automatically get one replacement bowl and two safety grids free! You can sell the extra bowl and grids to make your plus profits! You can give the bowl away as an immediate replacement and solve questionable breakage complaints and gain good will and future sales! And, you can give the grids away, too, as a good will gesture! Any way you handle it, you profit!

This new Cory selling program is tailor-made to every dealer's need. It gives you the finest glass percolator on the market, plus the replacement bowls you need and other bonus goods FREE! Never before have you had an opportunity like this to benefit on any coffee maker!

**COME SEE CORY at National Housewares Show  
South Pier, 624-632-634, Navy Pier**

## **ORDER CORY'S DEALER BONUS "PERC" PACK NOW**

CORY CORPORATION, 221 N. LaSalle Street, Chicago 1, Illinois  
PLEASE SHIP ME \_\_\_\_\_ quantity of Cory No. 1921 Perc Deals . . . (Each Deal Includes 3 Percs at regular dealer cost plus 1 FREE \$2.95 Replacement Bowl and 2 FREE 25¢ Safety Grids).

DEALER \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
(please print)  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_  
SHIP THROUGH my regular distributor \_\_\_\_\_  
(distributor name)  
Distributor address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
(authorized dealer signature)



Business Quick-Check	Latest Month	Preceding Month	Year Ago	THE YEAR SO FAR ('55 vs. '54)
<b>SALES</b> , factory, appl.-radio-TV index (1947-'49 = 100)	193	166	169	<b>28.0% UP</b>
<b>DEBT</b> consumers owe on appl.-radio-TV (\$millions)	284	281	283	<b>1.6% BIGGER</b>
<b>FAILURES</b> of appl.-radio-TV dealers	21	30	26	<b>24.7% FEWER</b>
<b>RETAIL SALES</b> total (\$billions)	15.8	15.8	14.4	<b>9.1% UP</b>
<b>DEPT. STORE</b> sales index (1947-'49 = 100)	121	122	116	<b>7.4% UP</b>
<b>DISPOSABLE INCOME</b> annual rate (\$billions)	271.7	267.1	254.5	<b>5.0% UP</b>
<b>LIVING COST</b> index (1947-'49 = 100)	115.0	114.9	114.6	<b>0.3% DOWN</b>
<b>SAVINGS</b> of consumers, annual rate (\$billions)	15.7	16.6	16.6	<b>16.0% DOWN</b>
<b>HOUSING</b> starts (thousands)	90.0	107.0	103.6	<b>9.0% UP</b>
<b>AUTO</b> output (thousands)	682.7	748.6	642.0	<b>44.2% UP</b>
<b>UNEMPLOYMENT</b> (thousands)	2,427	2,398	2,838	<b>17.8% BETTER</b>

(Sources, in order: FRB, FRB, Dun & Bradstreet, Dept. of Commerce, FRB, Dept. of Commerce, Bur. Labor Statistics, Council Econ. Advisors, BLS, Ward's Auto Reports, Census Bureau)

# TRENDS

Mergers at the manufacturing level.  
Line changes among distributors.  
Stepped up competition at retail.  
That's what you can expect in the months ahead.

Take the question of mergers and product changes at the manufacturing level, for instance. Right now a major consolidation appears to be brewing in the television industry. Then, too, Hotpoint is making a decision as to whether to add a television line — and the odds are that the decision will be yes. Ford (and other automotive manufacturers) are said to be considering jumping into the appliance-radio-TV business.

At the wholesale level, distributors are acutely aware of the implications of such moves in their own business. Observers at the Chicago markets last month were impressed by the number of distributors out shopping for lines. Some were casualties of last year's mergers; others were trying to hedge against new changes already being treated as almost a reality. Stromberg-Carlson distributors, for example, were well aware that the company was considering leaving the radio-TV field (a decision to be acted upon late in January). If Hotpoint adds a television line the whole merry-go-round of line changes could begin all over again.

Meanwhile, competition at the retail level continues to grow. As noted here earlier, the department store is going all out in an effort to climb back into a commanding position in the industry. To do it the big stores are driving harder bargains with their suppliers, meeting discount house competition, and beginning to think along new lines by substituting dollars for percentages as a yardstick

to their success. While some of the big stores, it is true, have abandoned appliance-radio-TV lines, others are getting further and further into the business. Several, for instance, have experienced outstanding success in selling complete kitchens.

The specialty dealer, meantime, finds himself faced with something of a paradox. A good share of his volume has become over-the-counter business. That's particularly true of pre-sold, well-accepted items like refrigerators, washers and air conditioners. But another part of his business — and the part with the greatest growth potential — is moving in the opposite direction. Built-in appliances and cabinets, for example, require real specialty selling. They aren't now and will probably never be over-the-counter items.

How can a dealer capitalize on both of these trends?

Some aren't trying to do so, making a decision to concentrate on one or the other. If they choose the packaged, well-accepted merchandise their operation will probably have to be tailored somewhat to parallel that of the discount house. Many of the old personal touches will have to be abandoned. They'll still have to offer credit arrangement and delivery and, in some cases, service. At the same time, many discounters will be upgrading their own operations to include these functions. Thus, each party will be tailoring its own operation, moving considerably closer to the other in the process.

The dealer may, on the other hand, choose to concentrate on specialty lines, relegating the packaged merchandise to secondary importance, or not carrying it at all.

(Continued on page 8)

# "GOLDEN MIX FOR '56"

LOOK WHAT YOU GET WITH YOUR "GOLDEN MIX"!



54,000,000 READERS WILL  
SEE THESE ADS IN  
THIS WEEK (Feb. 5) PARADE (Feb. 12)  
AND 11 BIG INDEPENDENT SUNDAY  
PAPERS... PLUS BETTER HOMES  
AND GARDENS (Feb. Out Jan. 19)





# INTRODUCES NEW

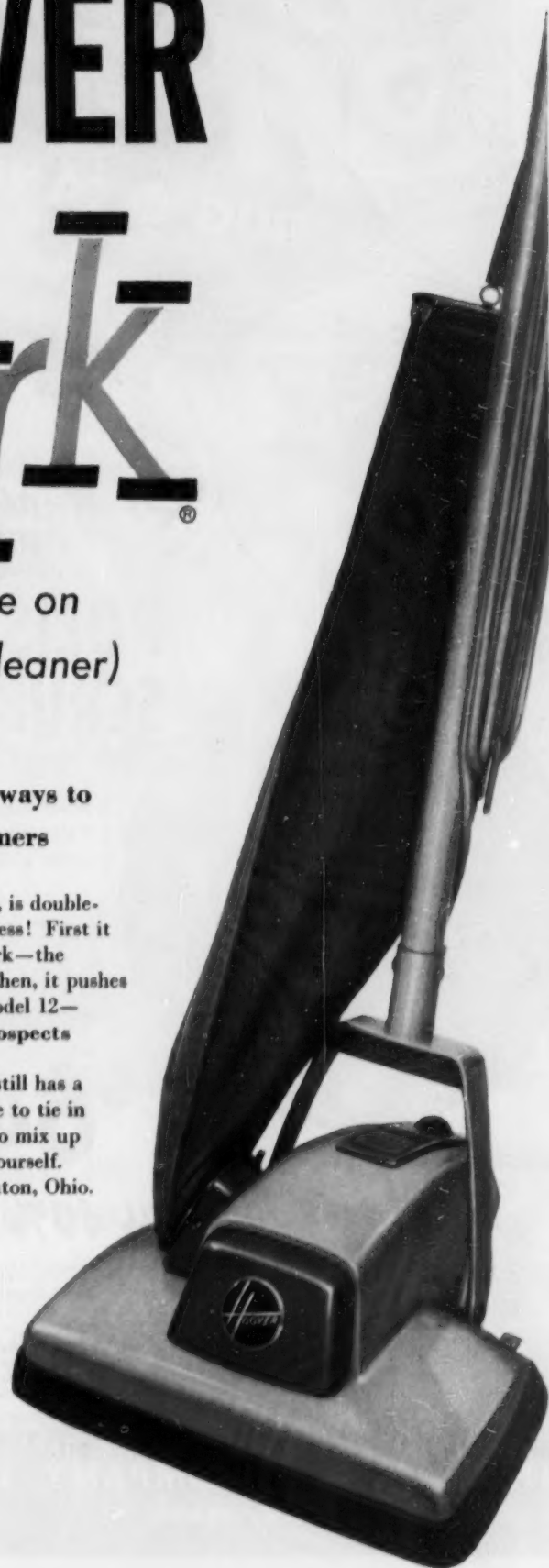
## HOOVER Lark

(and a special sale on  
promotional cleaner)

**Hoover's first-of-the-year  
promotion gives you two ways to  
turn prospects into customers**

The Golden Mix in full swing now, is double-barreled for double sales effectiveness! First it features the new low-cost 1956 Lark—the lightest, brightest upright of all. Then, it pushes Hoover's promotional cleaner—Model 12—reduced \$20. You've got your prospects coming and going.

This money-making promotion still has a month to go. That's plenty of time to tie in with the national promotion and to mix up a good batch of extra profits for yourself. The Hoover Company, North Canton, Ohio.



# HOOVER

FINE APPLIANCES

... around the house, around the world

**SHETLAND GIVES YOU BIGGER VALUE  
TO HELP YOU MAKE MORE SALES!**

**\$17<sup>25</sup> IN ACCESSORIES**

**FREE!**

INCLUDING ELECTRIC  
**RUG CLEANING  
ATTACHMENT**

Quart of GLAMORENE " " \$14.98  
Pint of ELECTROWAX " " 1.29  
EVERYTHING FOR A COMPLETE  
FLOOR AND RUG JOB IN THE HOME .98

Another  
*Shetland*  
**SPECTACULAR**

**FREE**

with every sale of  
*Shetland*  
**IMPERIAL**  
TWIN-BRUSH ELECTRIC



**POLISHER  
SCRUBBER**

Complete with —  
2 Scrubbing Brushes  
2 Polishing Brushes  
2 Lamb's Wool Buffers

**AT THE  
REGULAR  
PRICE of  
\$64<sup>95</sup>**

\$82.20 merchandise value for only \$64.95

**YOU MAKE YOUR FULL 40%**

Guaranteed by  
Good Housekeeping  
as an ADVERTISED THING

UL



**OFFER GOOD FOR A LIMITED TIME ONLY**

ORDER SHETLAND "SPECTACULARS" (BY NAME  
"SPECTACULAR") FROM YOUR DISTRIBUTOR  
TODAY OR WRITE FOR INFORMATION TO THE  
SHETLAND CO., INC., LYNN, MASS.

The Combination that  
solves every floor and  
rug cleaning problem  
ONE ROUND OF RUG CLEANING  
IN THE AVERAGE HOME  
PAYS ENTIRE COST OF  
THE SHETLAND IMPERIAL

**THE SHETLAND COMPANY, INC.,  
LYNN, MASS.**

## TRENDS continued

The third alternative — departmentalizing to handle both packaged and specialty merchandise — may appeal to many dealers. Basically it's what many are trying to do now as they experiment with built-ins or kitchens. Yet lines like these will require more than an experimental effort to produce worthwhile volume. Straddling the fence — attempting to handle the packaged as well as the specialty lines — will inevitably require some expansion on the part of the dealer. It will also accentuate the necessity of good management techniques on the part of the individual retailer. He will be, in effect, running two businesses instead of one.

A new kind of test case may be in the making for Fair Trade. It will be a test of effectiveness, not legality.

It's coming about because G-E has decided to Fair Trade its radios. Discount houses are vocal in their intentions — they won't push the merchandise if it's Fair Traded.

G-E is aware of this resistance. But the company hopes that volume lost here will be more than made up by increased attention paid the radio line by other dealers — including department stores.

G-E's stake in this merchandising gamble is considerable. The company claims it has been No. 1 in the radio business for some time. It is, in effect, putting its title on the line. Retention of the title will depend on whether the company's belief in the effectiveness of Fair Trade is well founded. The entire industry is waiting for the answer.

The "dream kitchens" are getting dreamier yet.

That's the only conclusion you can draw after looking at a kitchen like that displayed by Frigidaire in connection with General Motors' annual Motorama last month. This "Kitchen of Tomorrow" included:

- a recipe maker that automatically selects and measures ingredients
- an ultrasonic dishwasher with a three minute cycle
- a rotating refrigerator which may be loaded by a deliveryman outside the house
- a marble-top range without conventional "burners" which cooks at high speed but never gets hot
- a glass-dome oven which can also be rotated
- a dozen other innovations including a power-driven "pot scrubber," a warm-air hand dryer, a self-rinsing sink, a "command post" with television telephone, and a vegetable sink with built-in spray rinse for cleansing vegetables.

One final word. Any feature in the kitchen can, according to GM vice-president Mason Roberts, be produced if it arouses sufficient popular demand.

Don't put too much stock in the news stories reporting NRDGA resistance to margin reductions by electric housewares manufacturers.

Remember, first, that the NRDGA threats drew headlines because the margin cuts themselves were in the news. It's doubtful just how effective the NRDGA action will be. For one thing, many big stores are reporting heavy business on merchandise being offered at the new, low prices. Thus, while the comptrollers and store heads may issue statements denouncing the margin cuts, buyers and merchandise men at the operating level are happy over the increased volume. (For the overall significance of the G-E price cuts turn to page 88.) End



# New FLOOR MERCHANDISER helps customers sell themselves



New floor merchandiser (Form 6R3247) with selling drapes and plaques optional, extra.

**Step up sales with attractive displays that put RCA Victor radios and "Victrola" phonographs where customers can see, examine and buy them.**

Here are silent salesmen that really do a selling job! Set up anywhere in your store, they make attractive displays that stop customers—pull them right to the RCA Victor radios and "Victrola" phonographs you want to sell. Customers can leisurely examine the sets—sell themselves on RCA Victor merchandise.

**Handsome additions to any store.** Floor merchandisers come in two sizes: 10 feet wide and 6 feet wide. Can be easily adapted to wall, corner or island use. Colors: black wrought-iron uprights; coral and gray shelves.

You'll be surprised how little it costs to add this silent salesman to your staff. Call your RCA Victor distributor now for full details on these merchandisers (10 feet wide, Form 6R3247; 6 feet wide, Form 6R3248). Remember, RCA Victor is the set that sells on sight!

**RCA VICTOR**  
TRADE MARK RADIO CORPORATION OF AMERICA  
 CAMDEN 8, NEW JERSEY

See Milton Berle, Martha Raye alternately on NBC-TV, 2 out of every 3 Tuesdays. And don't miss NBC-TV's "Producers' Showcase" in RCA Compatible Color or Black-and-White, Monday, March 5th.



Hang up new sales! Smart 4' by 6' display panel. For use on wall, or with legs against wall, or as double-faced island unit on legs. Light oak finish frame, modern charcoal face with ivory shelves.



It's here! The only

# ***It guarantees floor-to-***

the new

## ***Universal***



**CONSTANT  
COMFORT  
GAS HEATER**

for LP or city gas

Products of Cribben & Sexton Company, Chicago 12, Illinois



Universal  
Gas Ranges



Universal Automatic  
Gas Clothes Dryers



Universal Consum-all  
Gas Incinerators



home heater so new, so revolutionary...

# ***constant ceiling comfort!***



**New "central heating" principle ends cold floors and hot ceilings ... constantly circulates warm, filtered air all over the rooms!**

No wonder the Universal Constant Comfort Gas Heater is being hailed as the first really new home heater in 20 years!

**It looks new!** Smartly and compactly designed to complement the finest furnishings and save floor space.

**It feels new!** No more on-again, off-again heat blasts that leave floors uncomfortably chilly and ceilings burning hot.

**It is new!** A revolutionary new principle of constant heat circulation brings the floor-to-ceiling comfort of the most modern central heating systems to "space heater" homes.

Yet Universal Constant Comfort costs less than some ordinary heaters and requires no extra installation.

#### **How does it work?**

Universal Constant Comfort is completely automatic. Simply start it at the beginning of the heating season and forget it. The temperature selected on the thermostat control is maintained throughout the rooms at all times by constant circulation of warm, filtered air. Even hard-to-heat floors stay safely and comfortably heated so there's never a worry about children playing upon them. Because Universal's completely new principle brings down and re-circulates pre-heated ceiling air, fuel costs are lower too.

#### **Opens a big new profit opportunity!**

If there's a market for "space heaters" in your area, there's a many times bigger one for the new Universal Constant Comfort Gas Heater. Customers who have never bothered to replace their old equipment

because there was nothing really new available will literally want to kick their old "space heaters" right out the door. In addition, there's a fast growing, new demand for heaters in motels, house trailers, shopping centers and many other locations. Universal Constant Comfort fits all these needs as no other can.

#### **Get all the details now!**

A big national advertising program is scheduled to break early in the Fall selling season. You'll want to be ready. So rush the coupon today for complete details of the Universal franchise plan that will make your store headquarters for the hottest home appliance since TV!



**Here are new features that make all other home heaters out of date!**



**New beauty!** Designed to complement the home and furnishings.



**New safety!** Fiberglass insulated cabinet always stays cool, safe to touch.



**New convenience!** Simple, eye-level controls are out of children's reach.



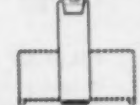
**New freshness!** Heats and delivers only freshly filtered air.



**New economy!** Cuts fuel bills by using only preheated ceiling air.



**New comfort!** Not just one, but three adjustable vents put heat where wanted.



**New space-saving!** Fits in far less space than conventional "space heaters."



**New utility!** Operates as an air circulator in summertime.

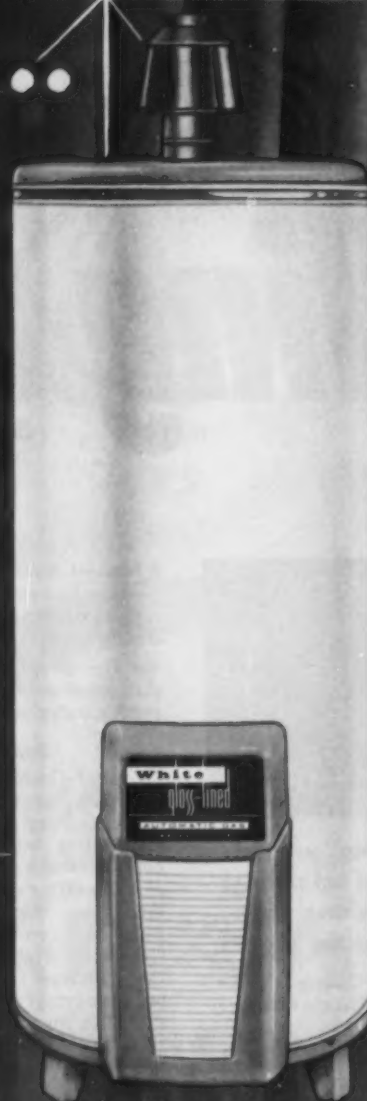
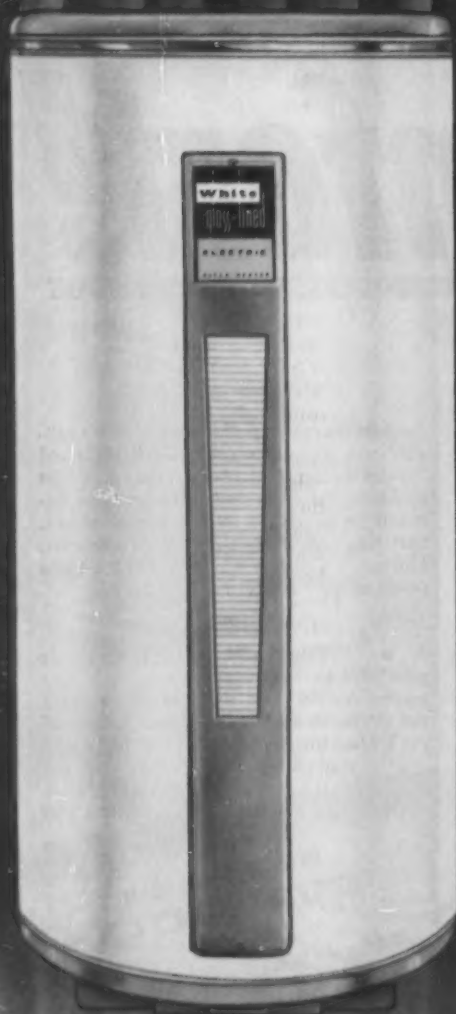
**Rush coupon for details of this exciting new profit opportunity!**

Cribben & Sexton Company  
700 North Sacramento Blvd. • Chicago 12, Ill.  
Gentlemen:  
Please rush complete information about the special money-saving advantages of placing my Universal Constant Comfort Gas Heater order now.

your name \_\_\_\_\_  
firm name \_\_\_\_\_  
street address \_\_\_\_\_  
city \_\_\_\_\_ zone \_\_\_\_\_ state \_\_\_\_\_



# Beauty...



REPLACEMENT OR REFUND OF MONEY  
Guaranteed by  
Good Housekeeping  
IF NOT AS ADVERTISED THEREIN

## and the Best!

Glamorous, color-bright design—gleaming white enamel enhanced by tasteful touches of style-right turquoise, accented with rich copper trim—that's the scintillating new dress in which the time-tested, sales-proved *White* profit-features now appear.

Yes, beauty that wins women's hearts—backed by exclusive, easily demonstrated user-advantages that close sales fast!

That's why *White* dealers are looking forward to ANOTHER record-breaking year—the third year in succession in which *White* has paced the industry. Ride the bandwagon! Write for *White* Proved Profit story TODAY.

# White

**WATER-HOTTERS**

Automatic Water Heaters  
Electric or Gas

**White-Glass**  
or Zinc-In-lined Lining



**6.9% MORE HOT WATER**  
than most utility requirements, in electric models, because of *White's* exclusive *Water-Hotter* baffle.

### FILM OF FLAME

Single port burner in gas *Water-Hotter* means NO clogging ever. Amazingly fast "pick-up" for PLENTY of hot water always.



WHITE PRODUCTS CORPORATION • Water Heating Specialists Since 1930 • Middleville, Michigan • Division of Lamb Industries, Inc.



# TRENDS

## REGION BY REGION

### ... in the EAST

By Robert W. Armstrong



**Christmas in January . . . Sales hold up at high level all over the East . . . Air conditioning gets an early start**

UP to the middle of January retail appliance volume in the East was upsetting all tradition. In short, sales hadn't fallen off. According to this publication's retail sales charts just about everything except refrigerators takes a substantial drop in the first month of the year. But in 1956, according to eastern merchants, it just ain't so.

Air conditioners have provided the most startling break with tradition. Sales of this appliance are usually at the bottom of the sales curve between October and February. However, dealers from widely separated parts of the East report that this year people have been buying in January.

For example, a metropolitan New York dealer says, "Air conditioning sales were beginning to crop up." A Boston department store, repeating a move which last year sold 265 units in three days, was selling some despite bad weather. A Philadelphia retailer sold a unit a day up to January 15 and in Washington, D. C., a department store counted 25 units in three days while other outlets were doing as well.

While overall business was good everywhere, it probably was best in the Washington area. Here, according to one informant, consumers weren't aware that Christmas was over. Of course, much of the business was stimulated by non-Fair Trade Washington's free wheeling ability to, as one dealer expressed it, "put specials on specials." Harassed sales clerks reported that on Saturday, January 14, customers were three deep at counters and the downtown parking lots were full. Even the suburban stores, most of which experienced some let down from pre-Christmas volume, said that sales were better than last January.

Washington business differed from other sections in one important respect—sales were good all across the board. Washers, dryers, TV, refrigerators, cleaners, ranges, etc.—all were selling.

Sales were good in other sections, too, although some items benefitted more than others. One New York City area merchant says, "Al-

though we expected the usual dull January routine, volume was high, resulting from our end of the year clearance on 1955 merchandise and some specially priced items." For him TV was outstanding, although only the special models (displayed next to regular sets) seemed to sell. Typical of some other New York merchants were his refrigerator sales—off. "Not even our year-end clearance sale had any visible effect," says he. However, he and other dealers in the metropolitan area agreed that automatic washers were continuing to hold up.

"There hasn't been any sign of slackening," says a Boston distributor, setting the tone for dealer reports. Says he: "Everybody's preparing for a very active spring and this includes more promotion than ever before . . . Some appliances which have been hard to move in recent years look like they're finally coming into their own—and when they make it in New England they're here to stay." In his list he includes automatic dryers and room air conditioners. His optimism is backed up by dealer experience.

One Boston retailer says, "The Christmas drive has carried over into this year and people still appear to have some money left. Another big factor seems to be the willingness of people to take on more credit." For him, TV and washers and electric housewares have been best sellers in early January. Another dealer there says, "There's a lot more interest in new TV and the hi-fi packages and sections than we ever see at this time of year." Like other dealers, he finds that his best TV sellers are big-screen-table models with low prices. A third Boston merchant is glad that department store clearance sales haven't stolen business from him and reports many people are apparently buying new models at top prices in preference to specials.

Buffalo, New York, business stayed up in the first half of January despite bitter weather—helped, of course, by special deals and clearances. Reports one outlet, "Traffic was so heavy last Saturday (Jan. 14) we couldn't take care of them all . . . We are doing well with special deals on 1955 model television and better sets at \$300. The entire first quarter looks promising."

A Buffalo department store says, "We had a terrific week when we staged a warehouse clearance sale but it has quieted down since then."

A dealer says, "Our January business has been fair to date, coming mostly in refrigerators. Ranges have been fair, but TV has been slow."

Most optimistic comment comes from a Philadelphia wholesaler who says, "January promises to be the best month we've ever had." He went into 1956 with a heavy inventory, but has been reducing it at "a terrific rate."

This same optimism is reflected in a dealer statement—"January off to a terrific start." A little surprised, this retailer comments, "Everything is selling; can't say any one thing is selling better than any other. It's really a surprising turn of events; we're not going to listen to any forecasters any more. There doesn't seem to be any seasonal peak at all to this business any more . . . Our business is going about 60 percent financed and 40 percent cash sales."

Another Philadelphia retailer claims that TV,

washers, dryers and refrigerators all moved well in January's first half and says he, "can't understand why the month is such a big one when it is usually so slow."

Most other dealers didn't have explanations for it, either. But nobody was complaining.

### ... in the MID-WEST

By Jack Lane



**Exchange flim-flam back to plague department stores . . . Nebraska farmers will buy less . . . Kansas dealers sell dryers door to door**

THE aftermath of the furious Christmas season always brings with it a myriad of problems; the need for new and long range planning and a look over the shoulder—despite Satchel Page's amusing advice ("don't ever look over your shoulder, something might be gaining on you"). Well, some things have gained on many dealers in the Midwest and most are setting out to fortify themselves in the coming year against the same occurrences.

Christmas trees were still showing in abundance when some retailers—particularly department stores—reported a nasty little swindle that had them gulping aspirin. Seems that foxy buyers were buying electric housewares at a discount house, then exchanging the merchandise for cash or full list price at another store. Merchants who carry extensive open charge accounts were the worst hit. They hardly dared to refuse the exchange, yet knew they were being taken. One big Chicago store kept a record of serial numbers of appliances sold, exchanged only merchandise with a number on file. It's a touchy little public relations problem that's bound to result in either a loss of profit or of goodwill—whichever the retailer prefers.

Nebraska dealers, look sharp. The Nebraska Farmer, prominent farm magazine, recently completed a survey among its subscribers. Based on questionnaires received from 710 farm families across the state, farm demand for major appliances will slump some 20 percent below 1955. There are a couple of rays of hope, however. Mechanical water softeners and lp-gas water heaters should outsell the 1955 volume slightly. Prospects for selling washers and dryers is expected to improve, following the national trend. Nearly 1,500 farm families expect to wire their

(Continued on page 16)

Get the cream of  
the fan market with



# Arvin



**Automatic! Thermostat-controlled! Electrically reversible!**

Model 7730

**\$59<sup>95</sup>**

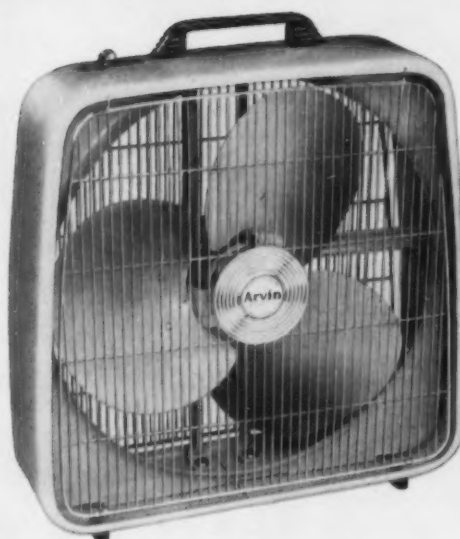
Arvin 20" Window Fan complete with panels—When room heats up, fan starts. When room cools, fan stops. Changes from intake to exhaust at the flick of a switch. Easily installed expandable panels fit double-hung frame sash 27" to 37" wide. Three electronically balanced aluminum blades with quiet-running rubber-mounted steel hubs; 4-point cross-braced support for 3-speed, 6-pole weatherproof motor. Nickel-and-chrome grille, coppertone finish, 8-foot cord.

Arvin "Super Twenty" window fan with Power Plus motor—Absolute tops in a complete 20" window fan package. Three speed, 6 pole, weatherproof Power Plus motor is premium quality, permanent split capacitor type. It is more powerful, more efficient, runs cooler, uses less current and reverses instantly without strain. The "Super Twenty" is tops in appearance, too, finished in charcoal gray enamel with brass-plated grille. Model 7731, \$69.95.



# 5-YEAR GUARANTEED FANS

**RIGHT SIZES—RIGHT PRICES—RIGHT PROFITS!** Here's the Arvin 1956 line, with two new 20" electrically reversible, thermostat-controlled beauties which will rock the whole fan market. *And with a solid 5-year guarantee back of every fan in the line!* Your customers know Arvin's reputation for quality. Get your order in now so you won't be caught short when the first heat wave comes! You'll find solid selling help in Arvin displays, banners, mailers, ad mats.



## Arvin 20" Deluxe Portable Fan

*Air circulator, window intake or exhaust*

Model 7620 **\$49<sup>95</sup>**

Anywhere inside the house it kicks up a young hurricane; in a window it does a whale of a job blowing in fresh air or blowing out stale air. Chrome-and-nickel grille front and back; pearl gray enamel finish; handy carrying handle.

**Model 7520 complete with panels**—All engineering and mechanical features of Model 7620, plus matching expandable panels for a complete window installation. Can be installed from inside the house by any one who can use a screw-driver. **\$49.95**



## Arvin Portable "Hi-Lo" Pedestal

**For all 20" fans.** Light weight, vertically adjustable, rolls easily on rubber wheels. Maximum height, 60" to top of fan; minimum, 31" to center of fan. Finished in pearl gray and chrome. Fan rotates through 360°, held firmly in any position by plastic knobs. Model 602 **\$19.95**



## Arvin 14" Portable Fan

*with swivel stand*

Model 7614 **\$32<sup>95</sup>**

Model 7414  
without stand, **\$29.95**

Two-speed, 4-pole weather-proof induction motor, nickel-and-chrome grilles front and back. Pearl gray finish; 8-foot cord; non-slip rubber feet. With Swivel Stand, air may be directed up, down, in or out, at any angle. This fan is the size and price that moves fastest when the temperature suddenly goes up. Make it the foundation of your profitable fan business in '56!



## Window panels for portable fans

Finished in pearl gray to match fans. Expandable to fit any double-hung frame sash 30" to 40" wide. Easily installed from inside without \$5.00 ladder, with screwdrivers.

**Model 601 Panels**—for 7620 Fan  
**Model 614 Panels**—for 7414 Fan

## THESE ARVIN FEATURES HELP SELL FANS FAST!



Quiet weather-proof motors



8-foot rubber-covered cord



Finger-proof safety grilles



Electrically balanced air-coop blades



Easily portable



5-year Guarantee



Easily installed

Electronics and Appliances Division, **Arvin INDUSTRIES, Inc.** Columbus, Indiana

# TRENDS REGION BY REGION

homes this year, slightly less than reported in 1955.

A midwest manufacturer of home freezers, Ben Hur, reports an order from a Milwaukee distributor of appliances and hardware for 1,011 freezers to be delivered in 30 days. The distributor has handled the Ben Hur and another line for several years in a modest way. After a couple of days tramping the corridors of the marts during Home Furnishings markets, the distributor decided this is the year for all-out mass selling of freezers. He's going to back his dealers with heavy sales promotion, advertising and as much merchandising help as possible.

The recent NARDA convention in Chicago found several hundred midwest retailers gathered together physically as well as in business thinking. The general view is that 1956 may outstrip record 1955 but it will take lots of hard work to achieve any such result. One South Dakota dealer said he's looking at manufacturer's and distributor's sales and merchandising aids in a new light. "I don't think I've gotten as much out of them as I should," he said, "and I'm damned well going to change that this year." With profit margins constantly squeezed and overhead increasing (although a few said they'd managed to cut them), higher volumes are a "must".

Dealers in and around Topeka, Kansas, have developed a three point system for selling electric dryers that smacks heavily of some "old time" selling, common in the years before the second world war. They divide a list of all their automatic washer customers among their sales people. The salesmen go out and knock on the potential dryer customer's doors. Yes, that's right, it's door-to-door selling. Sales pitch starts off with a special offer; "This is the last week. . . . Since you own an X brand washer, we thought it was only fair to let you know about this wonderful opportunity." Then the salesman offers to give the homeowner a 30-day free trial. He brings out pictures and spec sheets on dryers, shows the housewife how she can match a dryer with her existing washer. Dealers say it works. Maybe this is one reason the Kansas Power & Light Co. reports electric clothes dryer sales were up 32 percent last month.

Union Electric Co. of Missouri, has instituted a new plan to finance employee purchases of appliances and wiring. Under the plan, employees will purchase appliances, finance installation costs in connection with these purchases and modernize their wiring over a greater period of time and at a more reasonable rate of interest than is usually available. Appliances are purchased from the dealer selected by the employee and the installation and modern wiring is done by whatever contractor the employee chooses. The utility pays the dealer for the cost of the appliance, installation or wiring and the employee repays the company through payroll deductions. Payments may be stretched over 60 months instead of the usual 36 and the financing charge is one-third of one percent of the original advance multiplied by the number of monthly installments.

The new, lower, General Electric prices on small appliance have discounters sweating. Some have dropped the G-E line, others carry only a few items in their stock. This is clearly evident in St. Louis, for example, where traffic appliances have been footballed about as badly as anywhere in the country. There's no doubt

that the squeeze is on. It's too soon to forecast the result but there may be a general cleaning up, some think, by simply making it unprofitable to discounters to continue with some manufacturers' merchandise.

Polk Brothers, Chicago retailer, is currently offering free one share of Ford Motor Company stock with each purchase of a 1956 Norge Hamper-Dor dryer. Polk says he bought the stock (reportedly some 2,000 shares) on the open market and is rumored to be negotiating for additional shares.

Life magazine, which is doing a round-up story on side lights of the history-making Ford transaction, will feature one or more pictures of the Polk angle.

Polk, who startled many people a year ago when he bought shares of stock in ten major appliance manufacturing firms for distribution to his leading salesmen, says he hopes to encourage Chicagoans to "think in terms of investing additionally in American industry."



## . . . in the SOUTH

By Amasa B. Windham

**Colored appliance sales to have best year, but color TV may drag awhile . . . . . Shortages possible . . . . . Florida again nation's hottest selling spot**

THE appliance business down South by mid-January was just about at the level most distributors and dealers wanted and expected it to be. Most of the new models were out and showed promise of excellent sales, inventories were leveled pretty flat by a record December business, there have been shadows of shortages in ranges and water heaters but no actual bottlenecks occurred, and retail sales were at a high level.

The business still operated on a basic routine—manufacturer to distributor to dealer—although there were any number of outside gravy-soppers such as manufacturers' agents, free-lance jobbers and "I can get it for you" boys.

You know the story for 1955 by this time. Only the Hollywood movie metaphor slingers can find adjectives super colossal enough to describe it. We'll cite you one prime example so that you'll get the idea—in the territory served by the Florida Power and Light Co. dealers lagged behind last year in only two items, waffle irons and clocks!

Figures gathered from dealers and utilities over the South indicate that sales increased steadily from August through December with a slight hesitation in mid-October. By mid-January it was apparent that the buying trend was

not being headed nor even falling off. A steady increase in sales across the board was reported from six major southern cities and samplings of rural and small town dealers. With predictions for a continued steady economy backed by the continuing building boom, increased employment and the demand for better living, the appliance business might well say, "O.K., Mr. Anthony, what's my problem?"

Some major prophetic observations about the sale of appliances down South during 1956 should be both interesting and important in planning sales.

**1. Color in appliances.** The designers who haven't yet run wild are getting ready to join the party at any moment. There will be two and three-tone jobs in the kitchen which will run the present automobile painters (already in a bad way) absolutely nuts. Color is here to stay and it is being sold to beautiful advantage in Atlanta, Birmingham, Nashville and Miami, with other cities catching on fast.

**2. Southerners have the money but they aren't letting it go for color television.** It seems to have been the consensus of dealers for a long time that three more hours of color telecasting will double or triple color TV set sales, but apparently that line of reasoning is not quite sound. The fact is, your average buyer down here feels that color television has been around long enough to be cheap and plentiful, and that he is being milked by somebody. The first color set that comes out now for \$499.95 will set off the biggest buying parade in history.

**3. Television sales are healthy and will stay that way with 1956 as good a year as the industry has known.** The inevitable campaign by dealers to sell the second and third sets for each home has just gotten well underway. Besides this angle, there is the fact that thousands of folks who have lived with TV now for ten years without buying a set are being flirted with and fetched every day by new designs, new credit plans and new sales stunts which are harder than ever to resist.

**4. There may be shortages this year.** We had them once or twice last year, but the remarkable ability shown, for example, by manufacturers of electric water heaters—many of them operating here in the deep South—to keep up with and supply the unpredicted and unprecedented sudden demands for water heaters—was a gold medal performance. Whether washer or range manufacturers who are in the same vulnerable category could have done as well is doubtful. At any rate, almost any dealer in the deep South will tell you that he hopes it won't happen, but that he is firmly convinced a shortage in almost anything could happen overnight.

**5. The best merchandising job will again be done by the non-merchandising utility.** This, by now, is an established fact of ancient vintage, but is continually worthwhile to note and applaud the terrific sales job done for retail dealers by the utilities, both merchandising and non-merchandising, in the deep South.

**6. The state of Florida will—percentage and per capita wise—continue to lead the nation in appliance sales.** This reporter always hesitates to write up the merchandising miracles in this fabulous state because it invariably brings a flood of mail and inquiries about "how, what, where and when?" (Continued on page 29)





# *Lead Again*

*with*  **ZENITH**  
*in 1956*

presenting  
ZENITH'S **ALL-NEW** 1956 TELEVISION  
dramatic, conclusive proof of **LEADERSHIP**

*Lead Again with* **ZENITH**  
*in 1956*

**ALL-NEW**

**THE "NEXT LOOK" IN TABLE TV**

**ALL  
NEW!**



Look at this  
brilliant  
new styling!  
All new  
escutcheon

***Leadership  
Styling***

**IN EVERY INCH, EVERY DETAIL**

Zenith creative engineering and design bring you a sales-producing style-maker in table television. Look at the smart styling—examine every precision-tooled detail. Here's the NEXT LOOK in table TV design that moves your selling out of the "me too" class and puts you ahead for fast turnover and profit.

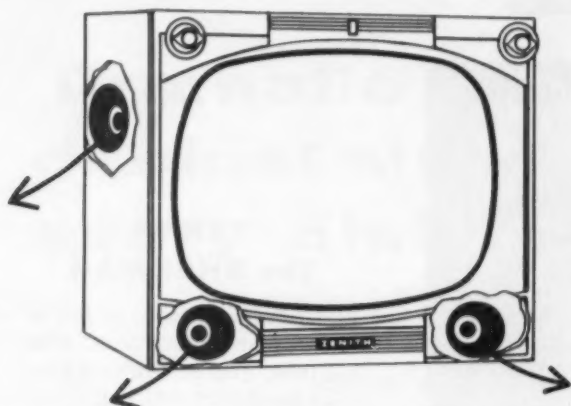
**MODEL Y2222  
THE CLOISTER**

***This is the "Next Look"***

21-series Table Model TV, with 260 square inches of actual rectangular picture area. Powerful Special "Y" Chassis with new "miracle" 6BU8 tube for superior reception in fringe areas; new easily removable face plate glass; Cinébeam® Picture Tube for brighter pictures, Ciné-Lens® Face Plate for sharper contrast, Spotlight Dial, Top Tuning, Zenith-Quality Alnico-5 magnet speaker. Four color choices —maroon (Y2222R); black (Y2222Y); ecru beige and suede brown with top covered in imported Irish Linen (Y2222E); limestone white and slate gray (Y2222C).



# SALES-PRODUCING EXCLUSIVES!



## REVOLUTION IN SOUND!

### 3-Speaker Table TV!

This revolutionary new 3-speaker sound reception for table television was engineered in Zenith's own research laboratories. There are three Zenith-quality speakers—activated by Alnico-5 magnets, the most powerful magnetic material known to man—to give new power, new sensation in sound. This great new triple-speaker feature is still another *extra* for you, designed to produce *extra* sales!

**ALL  
NEW!**



**MODEL Y2230**  
**THE BERKLEY**

21 series, 260 square inches of rectangular picture area; Cinébeam® Picture Tube for brighter pictures; Ciné-Lens® Face Plate for sharper contrast; three Zenith quality Alnico-5 magnet speakers; new Easy-Out face plate glass; Spotlight Dial; Top Tuning; 16,500 volts of picture power. Grained mahogany color (Y2230E), or grained oak color (Y2230F).

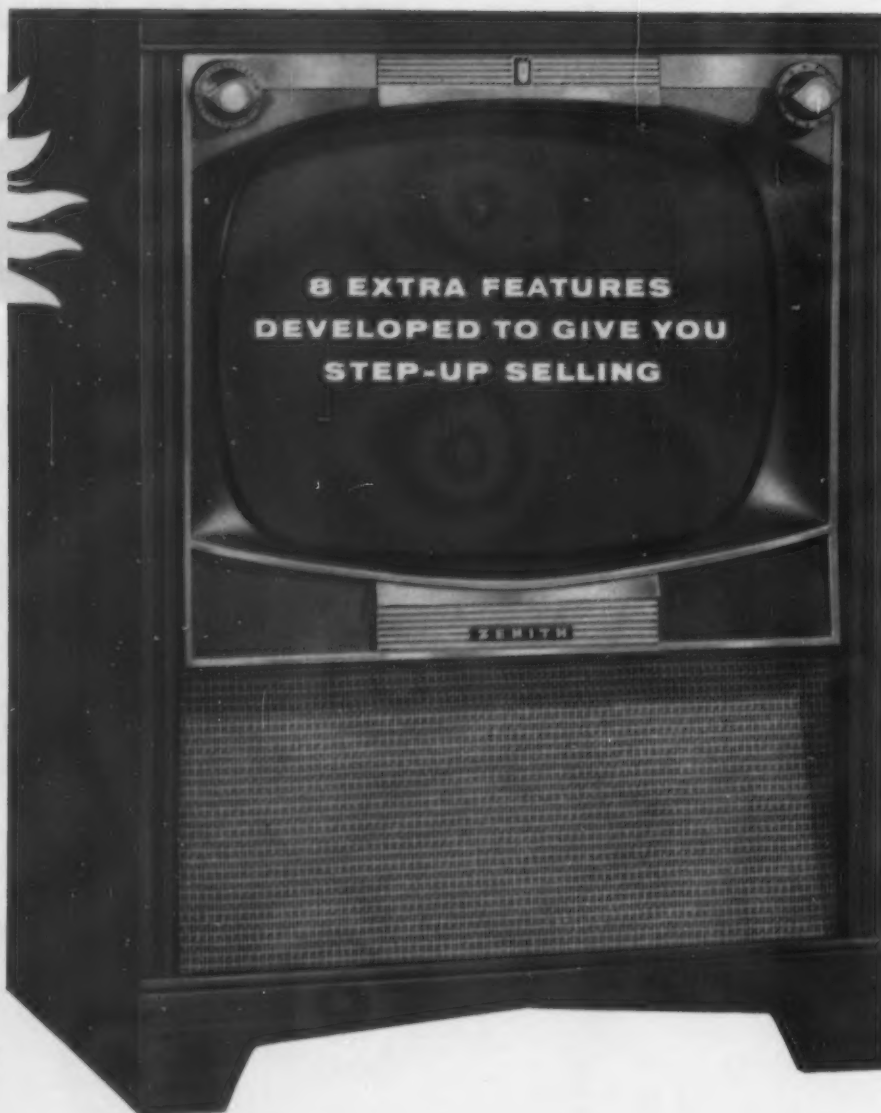
**ZENITH for '56...truly the LEADERSHIP LINE**

*Lead Again with* **ZENITH**  
in 1956

**DRAMATIC**

**ALL  
NEW!**

THE  
HOTTEST  
QUALITY  
VALUE  
CONSOLE  
IN  
TELEVISION...  
THE  
SENSATIONAL  
ZENITH Y2256



**Y2256**

**The SHERMAN**

21 series, 260 square inches of rectangular picture area; tone control; grained mahogany color finish (Y2256R), or grained oak color finish (Y2256E).

**8 EXTRA SELLING  
FEATURES!**

- Spotlight Dial • Top Tuning
- Cinébeam® picture tube
- Ciné-Lens®
- High Voltage Royal "Y" Chassis
- Big Zenith Quality Alnico-5 magnet speaker.
- Easy-Out face plate glass
- Craftsmanship cabinetry—complete in every detail.

**ALL  
NEW!**

**TV-PHONO  
LO-BOY  
COMBINATION!**

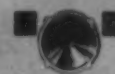
*More for you to sell!  
More for your  
customer  
to enjoy!*



**Y2281 The CONGRESS**

21-series TV-phonograph, Cinébeam®, Ciné-Lens®, Spotlight Dial, Top Tuning, Cobra-Matic® record player, grained mahogany color (Y2281R), blond (Y2280E).

**Zenith goes ALL OUT to  
assure top performance!**



**New Cobra-matic® Record Player** with 4-pole motor for smoother, quieter playing, virtually eliminates annoying rumble. Fully-Variable Speed Control and Stroboscope Speedometer enables you to play all records at the exact speed at which they were recorded for perfect pitch and tempo. These Zenith exclusives take the chance out of high fidelity. Plays all speeds from 10 to 85 RPM, including the new "talking book" speed of 16 $\frac{2}{3}$  RPM.

**Three speaker sound system** to recreate brilliance of original performance. One 10" speaker with Alnico-5 magnet and two 2 $\frac{1}{2}$ " square tweeters for fine, full tone quality.



# C STEP-UP STYLING

**GIVES YOU  
MORE TO SELL!**

**Dramatic luxury  
cabinet styling in  
every distinctive  
model**

## Y2257 The DEARBORN

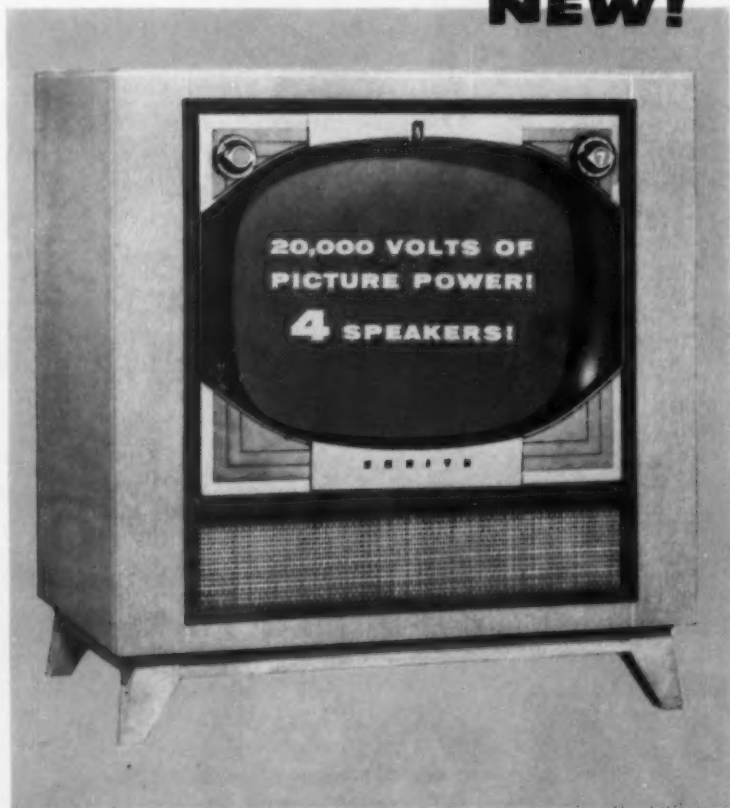
Big 10-inch Zenith Quality speaker with powerful 3.16 oz. Alnico-5 magnet speaker. 21 series console with 260 square inches of rectangular picture area. Cinébeam®, Ciné-Lens®, Spotlite Dial, Top Tuning, high voltage Royal "Y" chassis with 16,500 volts of picture power. New Easy-Out face plate glass, Tone Control. Walnut color (Y2257); Mahogany color (Y2257R); Oak color (Y2257E).

## Y2359E

### The DAVENPORT

High Fidelity Sound! 4 powerful Zenith Quality speakers. High Fidelity amplifier and speaker enclosure; phono-jack. 21-series console with 260 square inches of rectangular picture area. Cinébeam®, Ciné-Lens®, Spotlite Dial. In grained blond oak color with luxurious walnut strip.

**NEW!**



**NEW!**

**BRILLIANT NEW LO-BOY FOR  
AN AMAZINGLY LOW PRICE!**

**ALL  
NEW!**



## Y2258 The CLINTON

21-series lo-boy with 260 square inches of rectangular picture area. Powerful vertical chassis with exclusive new 6BU8 tube brings in stronger picture. Easy-Out face plate glass. Big 10-inch Zenith Quality speaker.

Cinébeam®, Ciné-Lens®, Spotlite Dial, Top Tuning. Choice of 3 color finishes—Mahogany color (Y2258R); Oak color (Y2258E); Cherry color (Y2258H).

**ZENITH for '56...truly the LEADERSHIP LINE**

*Lead Again with* **ZENITH**  
in 1956

**EXCLUSIVE**

Zenith Engineers  
them on the  
**INSIDE**  
for  
**PERFORMANCE**

**SENSATIONAL MIRACLE TUBE**

**ALL  
NEW!**



6BU8

**Powerful Zenith Chassis with Exclusive New Tube Pulls in Weak Signals in All Locations—in the Fringe or Close In**

This amazing new tube, the 6BU8, an exclusive Zenith development, *greatly improves* the picture lock circuit and eliminates the need for the local-distance switch.

**The 6BU8 also—**

*Greatly improves picture holding characteristics.*

*Greatly improves synchronization in fringe areas.*

And the 6BU8 reduces picture roll, wobble, jitter, waggle and airplane flutter.

This new Zenith-engineered and developed miracle tube and companion circuit combine functions to give outstanding reception, automatically regulating picture intensity. It's another example of Zenith determination to constantly engineer improvements and refinements into Zenith television to give Zenith dealers more to sell and your customers more to enjoy.

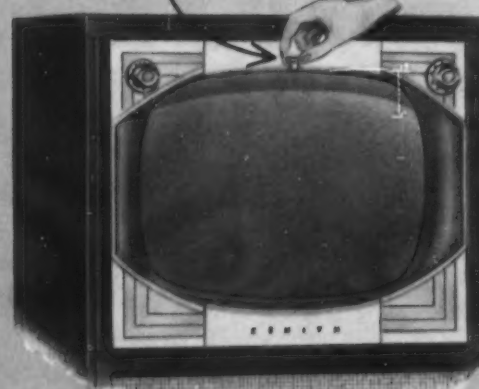
**ALL  
NEW!**

**EASY-OUT**

**FACE PLATE GLASS  
FOR EASY CLEANING**

Now it's easy to clean the face glass and the front of the picture tube. Any housewife can do it in a jiffy!

**JUST (TWIST...**



**AND LIFT OUT GLASS!**



Still another Example of Zenith's Determination to Give You More to Sell and Your Customers More to Enjoy!

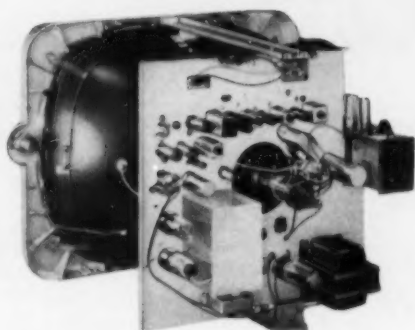
Zenith Engineers  
them on the  
**OUTSIDE**  
for  
**CONVENIENCE**



# ENGINEERING GIVES YOU MORE TO SELL!

## RUGGED SPECIAL "Y" CHASSIS

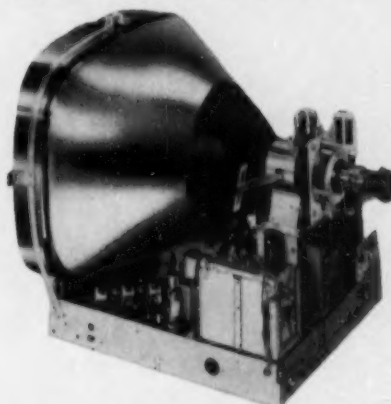
The Performance Champion of Vertical Chassis! Complete with Power Transformer. Tested and Proved in Toughest Reception Areas!



- **New Miracle Tube and Circuit.** This Zenith-developed 6BU8 tube and companion circuit combine functions of amplified automatic gain control and fringe lock sync separation. Eliminates necessity of readjusting brightness and contrast controls when changing stations.
- **Super-Sensitive Cascode Tuner** with high signal sensitivity. Amazing ability to amplify incoming TV signals with minimum set "noise".
- **Power Transformer.** Equipped with power transformer and parallel tube filaments.
- **Automatic Gain Control** for constant picture intensity, contrast.
- **Special Selective Filter.** Screens out interference from powerful police transmitters and other sources.

## THE MIGHTY ROYAL "Y" CHASSIS

Up to 20,000 Volts of Picture Power for Super-Performance!



The powerful Royal "Y" chassis gives clear, undistorted pictures even in many critical fringe areas. It gives superior reception even at up to 100 miles from a television station.

Zenith's "Fringe Lock" Circuit is acclaimed in fringe areas for picture stability and clarity. It overcomes interference from automobile ignitions, sewing machines, electric shavers, etc.

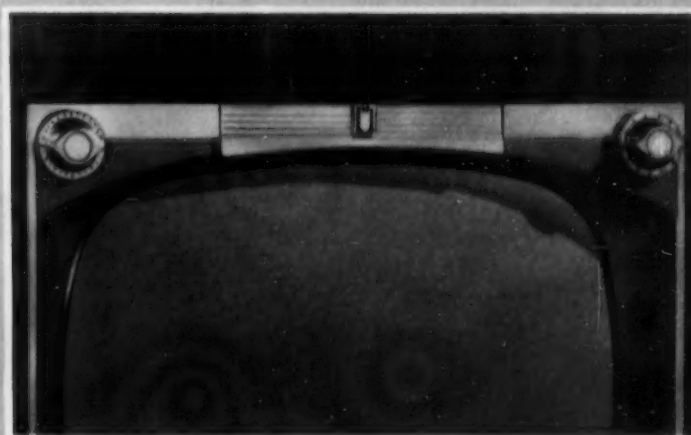
And the famous Zenith Turret Tuner features improved tuner contacts which are self-aligning, self-cleaning for accurate one-knob, one-click tuning. Provides for any combination of 13VHF or UHF stations by insertion of UHF tuner strips at additional cost.

## ZENITH CONVENIENCES THAT TOOK THE INDUSTRY BY STORM!



### SPOTLITE DIAL

This Zenith-developed feature has proved so popular we've put it on more sets than ever before. Channel number can be read from across the room!



### TOP TUNING

First on Zenith in 1954! And in 1956 on more Zenith sets than ever before. Eliminates awkward bending and stooping. A real convenience!

**ZENITH** for '56... *truly the LEADERSHIP LINE*

*Lead Again*  
 with **ZENITH**  
 in 1956

**MERCHANDISING  
 EXCLUSIVES  
 THAT HELP YOU  
SELL-UP!**

**Zenith-developed  
 features give you  
 the greatest  
 performance and  
 convenience story  
 in all television**

*plus*

**A GREAT  
 ADVERTISING  
 PROGRAM TO  
 PROMOTE THEM  
 NATIONALLY!**

**ONLY ZENITH HAS THIS  
 FLASH-MATIC**



**NOW! Shoot Off Long, Annoying Commercials with  
 a Flash of Magic Light! (No Wires, No Cords!)**

With Zenith's exciting Flash-Matic Tuning, a flash of magic light from across the room turns the Flash-Matic set on, off or changes channels! In addition, you can cut off sound of annoying commercials. Picture remains on screen so you know when to turn on sound again!

The sensational new Flash-Matic Tuning is not an accessory. It's built right into the set. And *only Zenith has it!* Other manufacturers have remote control devices with wires and cords that stretch across the floor. But no one has anything like Flash-Matic Tuning! Another Zenith exclusive!

## **EXCLUSIVE JET TUNING**

Performance with Portability in a Distinctive Modern Cabinet

*In these revolutionary  
 Jet Tuning cylinders:*

1. New tuning ease.
2. Functional main controls.
3. Pullout 10-foot antenna.
4. Hideaway plug-in power cord.
5. Portability-plus with easy carry handles on cylinders.



**AND REMEMBER! ZENITH GIVES YOU**



**CINÉBEAM®**

The famous Zenith picture tube that doubles picture power. Cinébeam reflects all the electronic light outward for a brighter, clearer picture!



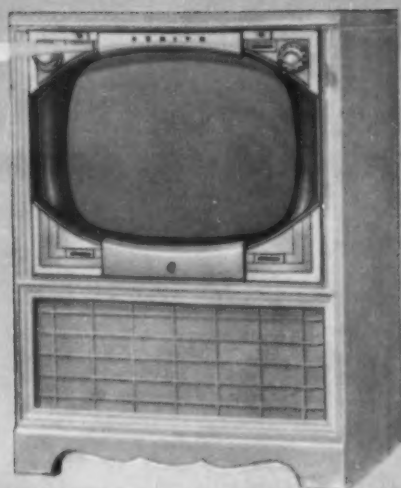
**CINÉ-LENS®**

Scientifically darkened face plate virtually ends glare. Concentrates the intensity of the picture, gives added depth, greater contrast.



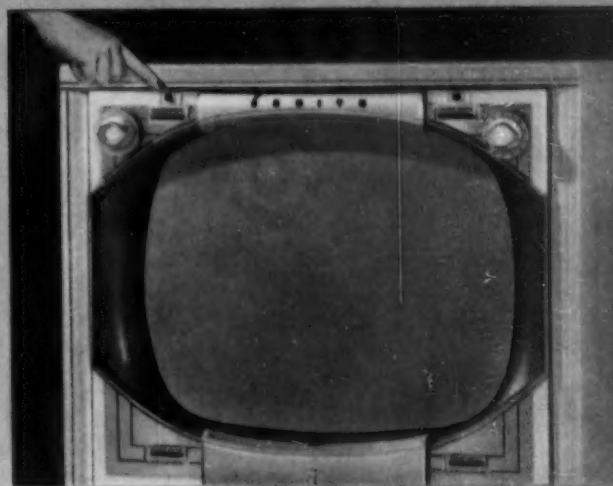
**SENSATIONAL REMOTE TUNING!**

**TUNING** PLUS **Touch Tuning!**



**Both on  
the  
same  
set!**

Convenient touch tuning, too, on Zenith's Flash-Matic set! Just a touch of your fingertip and this amazing television set responds instantly! The touch tuning controls, of course, are located above the picture screen to eliminate bending and stooping.



**MORE EXAMPLES  
of Zenith's  
determination to  
give you MORE  
to SELL and your  
customers MORE  
to ENJOY**

### **EXCLUSIVE DISC JOCKEY**

*Demonstrate the True Brilliance  
of Zenith's Fine FM Sound  
Systems*

Show your customers how *easy* and *inexpensive* it is to enjoy fine quality music by using the big, powerful speakers of Zenith television. The "Disc Jockey" makes the television set a combination TV and record player. Fits any Zenith TV or radio with phono-jack. Three speeds ...automatic shut-off.



**THE GREATEST PICTURE-PRODUCING TEAM IN TELEVISION!**

### **TWO ZENITH- ENGINEERED CHASSIS!**

Both tested and *proved* in the cities and the country...both tested and *proved* in remote fringe areas where pictures are hard to get. Built to rigid quality specifications to perform better and last longer!

**Special "Y"**

**Royal "Y"**



**ZENITH**  
FOR '56  
*truly the*  
**LEADERSHIP  
LINE**



# ZENITH PRESENTS THE 1956

**NEW!  
DRAMATIC!  
DIFFERENT!**



**Y1814Y**, 17 series, 140 sq. in. rectangular picture area; new, exclusive "miracle" tube, 3BU8; removable face plate glass; pullout antenna; hideaway power cord; weight, 44 lbs.; ebony color metal cabinet; wrought iron stand, extra. Also in maroon color as model **Y1814R**.

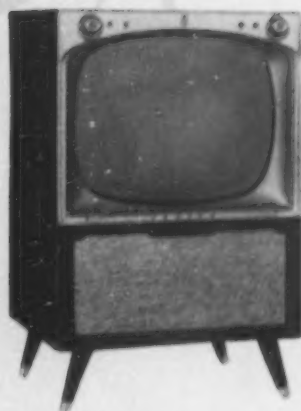
## TV'S GREATEST PICTURE-PRODUCING TEAM!



**Y1816**, 17 series; new 3BU8 tube; Cinébeam®; Ciné-Lens®, removable face plate glass. **Y1816E** in satin silver color and ecru beige, imported Irish linen covers bottom of set; **Y1816C** in charcoal and cordex gray; **Y1816R**, maroon.



**Y2220R**, 21 series, 260 sq. in. rectangular picture area; powerful Special "Y" Chassis with new "miracle" tube, 6BU8; Alnico-5 magnet speaker; removable face plate glass; improved picture focus; maroon metal cabinet; brass stand extra.



**Y2247**, 21 series, Special "Y" Chassis with 6BU8 tube; Cinébeam®, Ciné-Lens®, 7½" speaker with Alnico-5 magnet; Easy-Out face plate glass; Spotlite Dial. **Y2247R**, grained mahogany color; **Y2247E**, grained blond oak color. Also in walnut color as model **Y2247**.



**Y2256**, 21 series; Royal "Y" Chassis, 16,500 volts of picture power; Cinébeam®, Ciné-Lens®; 7½" speaker with Alnico-5 magnet; Easy-Out face plate glass, tone control. **Y2256R**, mahogany color; **Y2256E**, blond oak color. Also in walnut color as model **Y2256**.



**Y2257**, 21 series; powerful Royal "Y" Chassis; Cinébeam®, Ciné-Lens®; 10" speaker with Alnico-5 magnet; Easy-Out glass; tone control, Spotlite Dial. **Y2257**, walnut color; **Y2257R**, mahogany color; **Y2257E**, blond oak color.



**Y2263**, 21 series; Royal "Y" Chassis; Cinébeam®, Ciné-Lens®; 10" speaker with Alnico-5 magnet speaker; Tone Control; Spotlite Dial; Top Tuning. **Y2263R**, grained mahogany color; **Y2263E**, grained blond oak color.



**Y2360R**, 21 series; Royal "Y" Chassis; 20,000 volts of picture power; Zenith high fidelity sound system, 3 speakers, high fidelity amplifier; separate bass, treble controls; phonojack. In select mahogany veneers and hardwood solids.



**Y2264**, FLASH-MATIC TUNING, also Touch-Tuning for finger-tip control; Royal "Y" Chassis, Cinébeam®, Ciné-Lens®; 10" speaker; Tone Control; **Y2264RQ** in grained mahogany color; **Y2264EQ** in grained blond oak color.



**Y2281**, 21 series; TV-phonograph combination; Special "Y" Chassis; Cinébeam®; Ciné-Lens®; hi-fi Cobra-Matic® record changer; triple speaker system; **Y2281R**, grained mahogany color; **Y2281E**, grained blond oak color.



**Y2636**, 24 series; 332 sq. in. rectangular picture area; Special "Y" Chassis with 6BU8 tube; 2 big Alnico-5 magnet speakers; Cinébeam®, Ciné-Lens®, **Y2636R**, mahogany color; **Y2636E**, blond oak color; swivel base, extra.



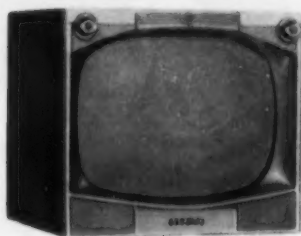
# LEADERSHIP LINE...

QUALITY IS ITS STANDARD!  
PERFORMANCE IS ITS PROOF!

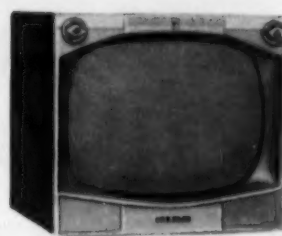
## TV'S GREATEST SALES-PRODUCING LINE!



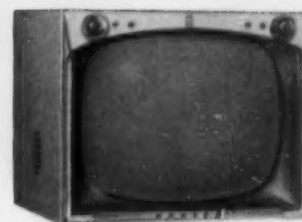
**Y2222**. 21 series; new 6BU8 tube; Cinébeam®; Ciné-Lens®; Spotlite Dial. **Y2222E**, ecru beige and suede brown colors, top in imported Irish linen; **Y2222C**, limestone white and slate gray colors; **Y2222Y**, ebony color; **Y2222R**, maroon.



**Y2229R**. 21 series; powerful new Royal "Y" Chassis, 16,500 volts of picture power; Cinébeam®, Ciné-Lens®; 5½" speaker with Alnico-5 magnet, Easy-Out glass; tone control; maroon finish; matching base, extra.



**Y2230**. 21 series; 16,500 volts of picture power, Cinébeam®; Ciné-Lens®; 3 speakers (2 front-firing). Easy-Out face plate glass, pullout antenna, Spotlite Dial, Top Tuning. **Y2230R**, mahogany color; **Y2230E**, blond oak color.



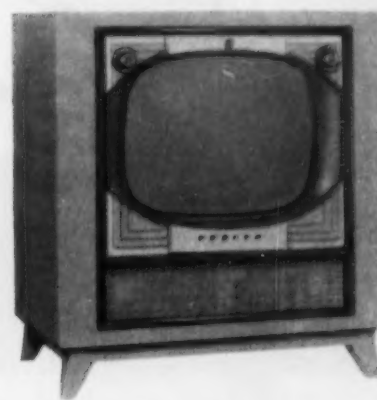
**Y2232**. 21 series, powerful Special "Y" Chassis with 6BU8 tube; Cinébeam®, Ciné-Lens®, Alnico-5 magnet speaker; Easy-Out glass; built-in antenna. **Y2232R**, mahogany color; **Y2232E**, blond oak color; matching swivel base, extra.



**Y2258**. 21 series; Special "Y" Chassis with exclusive new 6BU8 tube; Cinébeam®, Ciné-Lens®; 10" speaker with Alnico-5 magnet; Easy-Out glass. **Y2258R**, mahogany color; **Y2258E**, blond oak color; **Y2258H**, cherry color.



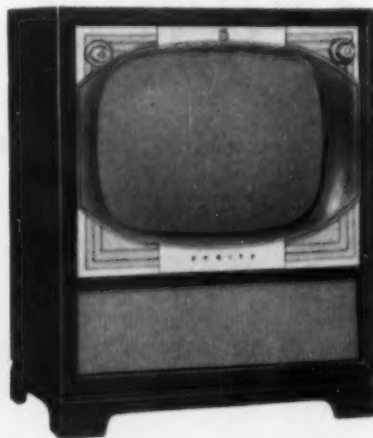
**Y2254M**. 21 series; Royal "Y" Chassis, 16,500 volts of picture power; Cinébeam®, Ciné-Lens®; 10" speaker with Alnico-5 magnet; Easy-Out face plate glass, tone control; cabinet, early American design, maple color finish.



**Y2259E**. 21 series; Royal "Y" Chassis, 20,000 volts of picture power; Zenith high fidelity sound system, four speakers; high fidelity amplifier; separate bass, treble controls; phonojack; Cinébeam®, Ciné-Lens®. In blond oak color.



**Y2670**. 24 series; 332 sq. in. rectangular picture area; Special "Y" Chassis with 6BU8 tube; 10" speaker with Alnico-5 magnet; Cinébeam®, Ciné-Lens®. **Y2670R**, grained mahogany color; **Y2670E**, grained blond oak color.



**Y2671R**. 24 series; Royal "Y" Chassis; 20,000 volts of picture power; Zenith high fidelity sound system, 3 speakers, high fidelity amplifier; phono-jack; Cinébeam®, Ciné-Lens®; Easy-Out face plate glass. In grained mahogany color.



**Y2672E**. 24 series; Royal "Y" Chassis; 20,000 volts of picture power; 3 high fidelity speakers, high fidelity speaker enclosure and amplifier; separate bass, treble controls; phonojack; Cinébeam®, Ciné-Lens®; phonojack. In blond oak color.

THE QUALITY  
GOES IN  
BEFORE THE  
ZENITH NAME  
GOES ON

SEE YOUR ZENITH DISTRIBUTOR  
FOR LEADERSHIP  
WITH ZENITH FOR '56

*More Great News Coming!*

*Get ready to*

***Lead Again***

*with*

***ZENITH***

*in 1956*

*in Radio, in Phonographs,  
in High Fidelity*

**Exciting new models will be announced soon  
by your Zenith distributor**

ZENITH RADIO CORPORATION, 6001 WEST DICKENS AVENUE, CHICAGO 39, ILLINOIS

**ONLY**

***ZENITH***

**BUILDS**

***ZENITH***

**QUALITY**



The Royalty of TELEVISION, Radio and Phonographs  
Backed by 37 years of experience  
in radionics exclusively  
ALSO MAKERS OF FINE HEARING AIDS



# TRENDS REGION BY REGION

But facts are facts. During 1955 in the five key cities of Miami, Tampa, St. Petersburg, Jacksonville and Pensacola appliance sales were some \$12,000,000 better than in 1954, \$18,000,000 better than in 1953, \$29,000,000 better than in 1952, and nearly \$44,000,000 better than in 1951! These are cold facts from the records of the five utilities operating in the state. In the greater Miami area alone more than 19,000 room air conditioning units, something over 40,000 TV sets, and almost 25,000 automatic washing machines were sold during 1955.

Those casual but significant observations should give you an indication as to why the southern appliance dealer expects a pretty big spring. Come on, robin!

## ... in the GREAT LAKES

By N. Bleecker Green



January volume beats last year's figures . . . Electric housewares uneasy, but TV and majors move well

**S**ALES volume in the Great Lakes area in mid-January showed a general rise when compared with the previous 30 day period. Comparison with the same period last year also shows increases in unit volume. Across the board, business was good.

Reporting dealers and distributors varied their increases. Cleveland held its own for the 30-day period, showed good increase over last year. Columbus, Ohio's capital city, indicated volume "up considerably" from 1954. A Springfield (Ohio) dealer pointed out his volume was "up slightly" for both the past 30-day segment and the comparable period of last year. From Newark (Ohio) comes the report of a dealer with an increase of 41 percent over the previous 30 days and a 20 percent jump over this time last year. Sales for the year of 1955, claims this dealer, were 19.8 percent over 1954.

Pittsburgh appliance folk found business "about the same" in mid-January when compared with the previous 30 days. There was little change or increase over last year.

A Detroit dealer pegged his volume 9 percent over the previous 30 days and 3.1 percent over this time last year. From Lexington, Kentucky, come reports of increased business. One dealer did 10 percent more business during the past 30 days; another increased his sales 20 percent. The first shows a jump of 10 percent over last year. The other indicates his overall volume down some 2 percent.

West Virginia dealers claimed their overall movement of appliances-radio-TV was brisk during the end of December and early January. A Charleston dealer said his monthly volume is "up out of reason—November was very bad." When comparison is made for last year, he is ahead by 12 percent. A Huntington dealer puts

his 30-day volume about the same. But the increase over last year shows a 50 percent increase.

Clearly, business is good. Very good. And well ahead of 1954. But when asked what was moving and why, the comments show a scattered acceptance of products and lines. The laundry lines—washers and dryers, especially the automatics—headed the list of white goods. Refrigeration was a "sleeper" in Pittsburgh and Detroit. Portable dishwashers moved in Columbus. Electric ranges were up in the Pittsburgh area.

Television continued to move in good volume throughout the Great Lakes area. Table models were the leaders in Cleveland and in Springfield. Pittsburgh reported movement in 21-inch consoles. A Newark (Ohio) dealer pegged his best moving TV in the \$200 to \$250 range. Consoles were leaders in Kentucky, with \$299 range models using UHF going well. A Huntington, West Virginia, dealer found his best movement in promotionally priced television. In nearby Charleston, one merchant indicated the high end of his line—over \$250—gave him his TV volumes. Detroit was the only city to indicate any brisk movement in 24-inch screens.

Electric housewares, going through some rough times during this traditionally good sales period, showed signs of uneasy volume. Although the merchandise was moving, the volume was unstable and unpredictable. Dropping of Fair Trade and smaller margins were the reasons. Frying pans were "very hot" in Detroit and Cleveland. But enthusiasm was lacking.

Radio showed a good level of business throughout the area—some of the best movement so far this season. One West Virginia dealer said his best movers were clock radios and phonographs. A West Virginia dealer could see no trend in radio; claimed "all radios" went well. A Lexington, Kentucky, dealer moved good volume with the added incentive of a cowhide leather case for portables retailing at \$39.95. Pittsburgh showed that clock radios moved best during the past 30 days. A central Ohio dealer had one of his best portable radio seasons at Christmas.

The air conditioning outlook in the Great Lakes is cautious but optimistic. Most distributors summed up the coming season as "good" or "as usual." Dealers were a bit more specific in showing their hesitation in pinning down the hot weather market this early in the season. Most agree it is a very unsettled market.

Prices are a big factor. They may be the same or higher at retail. Some dealers frankly question if stable prices can be maintained; remain doubtful as to any pricing or discounting. And all have their weather eye on the thermometer. Comments are that the market will be "very competitive at dealer level."

Buying of window units shows more indication of carload buying, especially for those dealers who did a good volume last season and are willing to risk a possible inventory situation this year. The  $\frac{3}{4}$  ton units are most favored for heavy buying in window units. Then come the  $\frac{1}{2}$  and 1 ton units in about equal volume.

Asked if they would try anything different this coming season, most dealers show little change in policy or planning. Several point out they "will sell what we can at a profit." But a few indicate that free trials, free installations, and pushing of 220 volt units (with help of local utility) may be some of the different tactics taken in this rough market.

## ... in the SOUTH-WEST

By Fred A. Greene



Despite spotty business, tightened credit and drought, optimism runs high over '56 prospects

**B**USINESS reports continue generally to reflect good news. Yule sales on the whole were fairly steady, though there was somewhat of an up-and-down trend noted. Television was the biggest loser and several dealers reported that refrigerators moved somewhat slow. Still, everyone predicts improvement in all lines. One Texas distributor believes 1956 is "the year for appliances," and most forecasts for gains bear him out.

But there is also an undertone of worry from a few sources. Credit in some sections of the Southwest has tightened somewhat. "Tougher" and "slower than usual" collections are reported by a few of those returning questionnaires.

The tightening situation does not appear to scare dealers and distributors, but more attention will have to be given to the area's economic situation. Crops and cattle need rain to assure a good harvest and sufficient feed for animals. As of now, little moisture has fallen and unless plenty of rain is received in the next few months, another severe drought year will grip the southwestern states. And the effect of a drought will be felt in the appliance business.

The farming and ranching segment is important in the Southwest. There are large cities, of course, where lower farm and ranch income does not materially affect business. But, by and large, in small cities where the farmer and rancher trade are in abundance, a rain-less situation will hurt, not just the appliance dealer, but those in other lines. And when the butcher, the baker and the candlestick maker can't make money, neither can they buy from the appliance dealer.

Fortunately, a booming industrial revolution in south Texas and a good industrial growth generally elsewhere has helped temper the loss in sales to farmers and ranchers. With the advent of more water as a result of dam building programs and water conservation measures, a steady growth in prosperity should come as water is stored instead of running off and being wasted.

This is not to imply that lack of water is the only reason for such variations in business reports. But it is a good one. The Southwest still is primarily ranching and farming country for all its industrial growth.

In New Mexico, which has experienced a prolonged drought, December sales were off from the same month of 1954, according to several sources. The figures generally given were 10 percent. One dealer attributed his drop to the fact that 1,000 airmen at a local base went on

(Continued on page 30)

# TRENDS REGION BY REGION

temporary duty elsewhere for three months. Still, his previous business could not have been much higher since his year overall showed a 20 percent decline. Another given reason was the fact that the building boom of 1954 did not carry over into '55. Also, he had a higher inventory than he anticipated 12 months earlier.

Still, optimism is the order of the day and gains from 12 to 20 percent are hoped for.

Texas generally had a fair Christmas season. Several dealers and distributors reported good sized increases. A few noted drops while the majority seemed to think sales were normal. However, it is interesting to note, too, that in many instances "normal" business was based on a revised prediction made in October—when business slumped all over. Very few reported business for the holiday season as up to the predictions made in January, 1955. It thus appears that there was just too much optimism after 1954.

In Oklahoma, business appeared to be pretty much like it was in Texas—spotty. One distributor said his white goods sales during the year were up 20 percent, but his staggering loss in air conditioning sales due to cool weather resulted in an overall drop in business. However, he sees a good gain in 1956 "due to more normal air conditioning increase."

Throughout the Southwest, considerable expansion is planned in washer-dryer promotions. These appliances are just beginning to catch on down here.

Summing it up: Business in the past month was spotty, but nobody's losing sight of the fact that appliances can be sold and everybody can get in the act. The main emphasis for the coming year will be on bigger and better promotions. Dealers and distributors now realize that consumers need to be sold—they can't sit back and expect business to just walk in on them.

## ... in the FAR WEST

By Howard J. Emerson



**Havoc-wreaking floods emphasize need for industry-wide disaster plans as dealers and distributors struggle to rescue thousands of damaged appliances**

EUGENE, ORE., Jan. 15—No trend is more evident here at the end of a 1,000 mile tour of flood-devastated areas of northern California and southwestern Oregon than the ever-increasing part being played by the appliance industry in rehabilitation programs that follow such disasters as flood, hurricane and earthquake.

It is apparent that the appliance industry can no longer be an innocent bystander to disaster

except when damage has been done to the dealer's or distributor's stock. The appliance industry has made electric cooking, refrigeration, laundering and heating a necessity without available substitutes, and now has to classify itself as a utility when disaster strikes.

In the past, readers have seen in ELECTRICAL MERCHANDISING an advertisement of the Advertising Council asking "... do you have a disaster plan ...?" From talks with a dozen distributors and scores of dealers in this Far West area during the last two weeks, two things are evident: (1) A long range disaster plan will have to be formulated by each manufacturer for operation through his distributors and dealers; (2) Many elements of this disaster plan are being tried out now in the Far West, with many of the ideas based on experiences in Missouri and southern New England last year.

Before flood waters had receded in the Bay Area and in the tragic Yuba City, Calif., area (estimated 10,000 homes flooded), and while waters were still rising in Humboldt County (2,500 homes flooded), Hotpoint broke with newspaper advertising offering "free of charge any operating part of any Hotpoint appliance damaged by the flood." The offer was made through franchised dealers backed up by distributor Graybar, San Francisco. All major brands expressed the same policy—with newspapers used for the announcements because telephones in most areas had broken down.

Dealers were encouraged to inform their customers of the free supply of electrical and mechanical parts from manufacturers. Hotpoint, for example, through Graybar, authorized each dealer to spend up to \$100 in advertising the Hotpoint program, with a 50-percent cooperative offered by Graybar. Only Westinghouse made any point of emphasizing electric housewares, although it was assumed by dealers that other manufacturers included them in blanket coverage. However, WESCO San Francisco (likewise Sacramento and Oakland) stated "all flood damaged appliance specialties will be repaired in operating condition at no charge to the customer." Both WESCO and a service station were given the authority to handle the repairs. Highlighting another trend in a disaster plan was seen in the announcement by WESCO that "where the appliance is beyond repair, or in the cases where the customers prefer a new appliance—a similar model appliance will be supplied the dealer at one-third the current established list price. On such exchanges we suggest that the dealer pass this price on to the consumer."

A similar policy on major appliances was outlined to General Electric dealers by GESCO. How important such a policy may be during a disaster is indicated in the report of one distributor's service manager on return from Eureka-Arcata in the Humboldt County area of California. He says that in addition to the estimated 2,500 major appliances completely out of operation from water and silt damage, another 500 appliances and TV are considered to have "gone out to sea" as farm homes and some crossroads communities of 5 to 10 homes were picked up by the rivers and carried to the Pacific.

Where does the franchised dealer fit into the cost of repairing appliances damaged during a disaster? This is the least defined of any practice here in this area of rehabilitation, yet in the future it will have to be settled before any disaster plan can operate effectively. Possibly it is a starting place for NARDA to work with NEMA if a nationwide disaster plan is ever attempted.

GESCO-San Francisco suggested to its dealers that: "Appliances which can be repaired economically should be restored to operating condition at reduced prices to the consumer in accordance with the following schedule: (the consumer pays for repairs but in NO case should the cost ... exceed the price shown in the schedule):

"standard refrigerators and freezers under 10-ft. ....	\$40.00
combination refrigerators and freezers 10-ft. ....	50.00
automatic washers and dishwashers	40.00
dryers, conv. washers, water heaters	30.00
disposals	20.00
room air conditioners and ranges	60.00"

Several qualifications of the above schedule were given in detail, referring to sealed unit charges, also a provision enabling the dealer to collect from GESCO for any cost of repairs above the charges listed above.

WESCO suggested to its dealers that "... in view of the critical needs of your customers that a charge of 50-percent of your normal labor rate would be in order." Most other distributors made a similar plea.

Best example so far, of all-out assistance to disaster victims by a dealer is represented in the policy of Charles Merz in Marysville, Calif., who has offered free repair of any appliance ever sold by the company. In the case of one brand only, this policy obligates owner Virgil Senger to repair about 1,000 Hotpoint appliances which went under water in next-door Yuba City. When this reporter visited the Merz organization, appliance manager Rice was setting up a production line in a warehouse. More than 100 appliances had been picked up, hundreds more were awaiting pickup and an unknown number were still under water or gone to locations unknown when houses broke in half. With this load on the organization's shoulders, more problems were ahead—replacing electric clocks and other service on more than 200 built-in ranges that went underwater, plus a yet unknown amount of work on scores of submerged dishwashers. In addition, the company's service department had become backlogged in orders for repair to automatic washers and dryers in the un-flooded areas—brought on by the overloading and constant use these appliances are being subjected to as their owners help other families.

No disaster plan for appliance manufacturer-distributor-dealer will ever solve satisfactorily the problem of parts. Distributors here point out that each type of disaster damages different parts of an appliance. Water and silt, they point out, damage small parts of washers that normally are considered good for the life of the appliance and therefore are not kept in heavy stock in any area. To meet some of this problem, 3,000 pounds of parts were shipped by air freight from the Westinghouse parts plant in Newark, Ohio, to WESCO, San Francisco. Other manufacturers shipped in parts from other areas.

So far this limited report has not covered the dealer who is a victim of the disaster. Fortunately, the Far West floods did not hit the proportion of dealers that similar disasters in the mid-West and New England are reported to have done. Yet there were many with their stock completely under water. For these dealers, most manufacturers are offering a special exchange plan if the merchandise is not covered by insurance. One distributor reports that all stock in dealers' stores will be replaced on a 1-1-1 basis with dealer, distributor and manufacturer sharing equally. End



# "Who says I need a Johnson's Wax Polisher-Scrubber?"

OPENING MAGAZINE AD



**You say so, Mr. Dealer . . .  
and here are the reasons!**

## "Who says I need a Johnson's Wax Polisher-Scrubber?"

Mr. John Parker, smart young housewife; Nancy, her 12-year-old daughter, and Mr. Kemp, appliance dealer. Kemp's appliance store.

Mrs. Parker: (Looking both eyes and advancing a firm step toward Mr. Kemp.) I've been doing just fine without it. Anybody's just looking around.

Mr. Kemp: (With tremendous patience.) Ah, but you do use a vacuum cleaner.

Mrs. Parker: (Sighing.) Don't change the subject.

Mr. Kemp: (Encouraged.) I'm merely trying to make a point . . .

Mrs. Parker: (Astounded.) What did you say?

Mr. Kemp: (Silent, up to now.) Don't buy it, Mommy!

Mrs. Parker: (Weakening.) I never realized the Johnson could do so much for me. By golly, I think I'll get one.

Mr. Kemp: (Encouraged.) Not a bit! And remember this—the Johnson helps you *polish* your floors—makes them last much longer. And your floors look lovelier all the time.

Mrs. Parker: (Much embarrassed.) You did? Well, I'm sorry, Mr. Kemp, but . . .

Mr. Kemp: (Resisting.) All right, Madam. As you wish.

Mrs. Parker: (Sighing.) Well, I think of it!

Mr. Kemp: (Ignoring interruption.) With the Johnson, you can quickly buff up spots where the wear is extra heavy—without doing the entire floor every time! Think of the time you'll save!

Mrs. Parker: Aren't you exaggerating?

Mr. Kemp: (Encouraged.) Not a bit! And remember this—the Johnson helps you *polish* your floors—makes them last much longer. And your floors look lovelier all the time.

Mrs. Parker: (Weakening.) I never realized the Johnson could do so much for me. By golly, I think I'll get one.

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Mrs. Parker: (Much embarrassed.) You did? Well, I'm sorry, Mr. Kemp, but . . .

Mr. Kemp: (Resisting.) All right, Madam. As you wish.

Mrs. Parker: (Sighing.) Well, I think of it!

**Johnson's Wax Polisher-Scrubber**  
EXPERTS IN FLOOR CARE SINCE 1886



Mr. Kemp: Get the complete story of how the Johnson Polisher-Scrubber can take a big housekeeping load off your back. See your local dealer—or fill in this coupon for a wonderful booklet on floor care. Address: JOHNSON'S WAX, Dept. AH-356, Racine, Wisconsin.

**Look how Johnson's Wax is helping you sell!**

**ALL INQUIRIES**  
from Johnson's Wax Polisher-Scrubber advertising will be referred to dealers.

**Television!** On "Robert Montgomery Presents"—over 20,000,000 people watch each telecast—one of the top 3 dramatic TV network shows.

**Magazines!** Full-color pages reach the audience you want—the people most interested in their homes. (Opening ad above)

**Newspapers!** Local newspaper ads tell the Johnson's Wax Polisher-Scrubber story at the local level, help sell the prospects in your community!

**Consumer Booklets!** Outline the easy way to automatic floor care. Why not send for your own copy today!

Contact your nearest Johnson's Wax Polisher-Scrubber distributor for complete information

**Johnson's Wax**  
EXPERTS IN FLOOR CARE SINCE 1886

"Johnson's" is a registered trademark of S. C. Johnson & Son, Inc.



# Greatest Sales Feature in Television!

- Chairside Speaker
- On-Off-Volume
- Brightness
- Channel Selector
- Fine Tuning

the one and only complete

## Remote Control

with personalized speaker!



Here is the big, juicy plus you've been looking for in TV. There have been lots of gadgets and gimmicks for lazy TV owners but *never before* a soundly engineered device which does *everything* at chairside or bedside that you can do on your knees in front of the set. And the most exciting feature of all is the chairside personal speaker that allows you to turn the big speaker off and listen privately to the speaker in the remote control unit. Factory equipped on Sentinel sets.

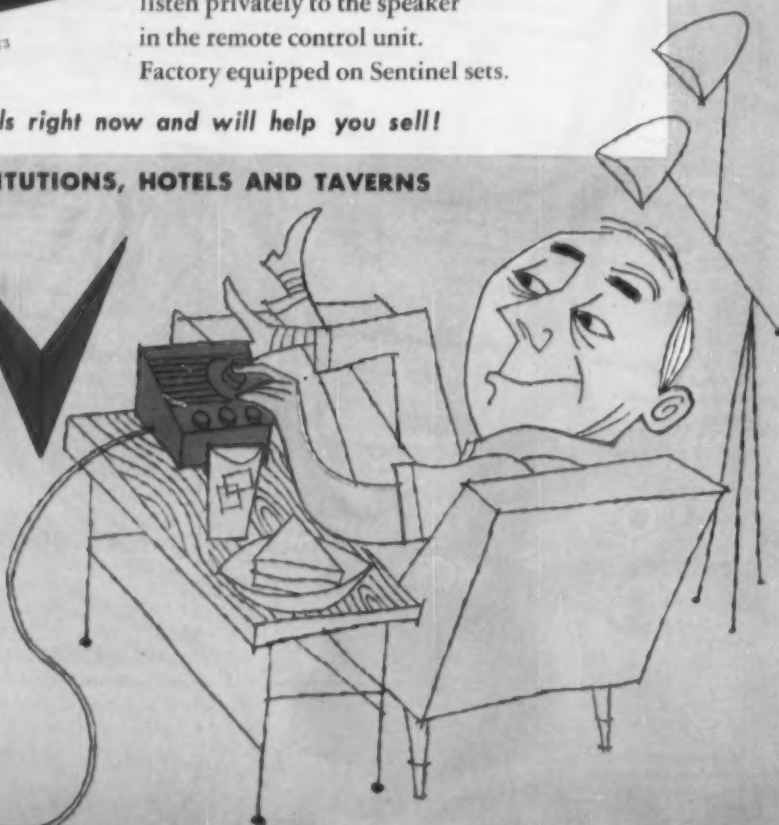
Your distributors have complete details right now and will help you sell!

**BIG PLUS SALES TO HOSPITALS, INSTITUTIONS, HOTELS AND TAVERNS**

# Sentinel TV

*First for Quality*

Sentinel Radio Corp., Evanston, Illinois



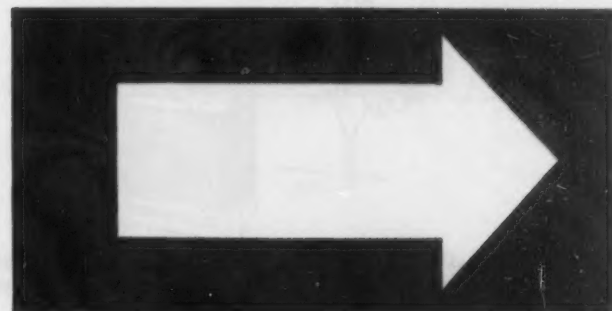


# NOW!



**You need only one  
make of room air conditioner to  
cover the entire market!**

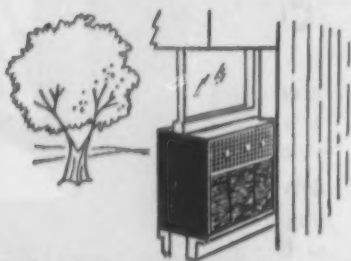
No need any longer to burden your shelves with a heavy, cumbersome inventory to meet all your customers' varying needs! At last — there's *one line that gives you everything you need!*



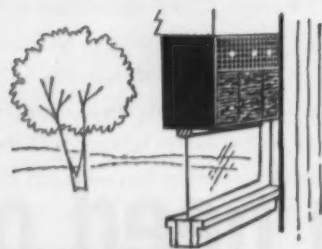
# Stock the room air conditioner that fits anywhere—

## the amazing new General Electric Thinline

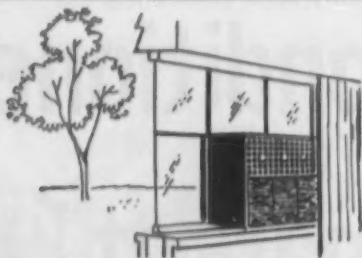
The new G-E Thinline fits easily into any kind of window!



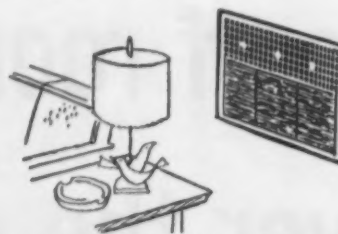
**LOWER SASH—FLUSH WITH WALL.** Width of windows is no object—the G-E Thinline is only 25" wide. It takes up 36% less space than previous corresponding models.



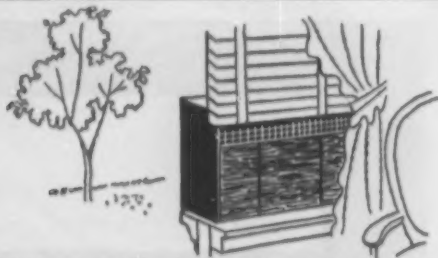
**UPPER SASH—FLUSH WITH WALL.** Fits in either upper or lower half of window. When mounted flush with inside wall, there is no unsightly overhang outside.



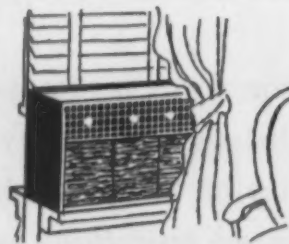
**FITS CASEMENT WINDOWS, TOO!** The G-E Thinline can be easily installed in casement windows, leaving them free to open and close.



**THROUGH-THE-WALL INSTALLATION!** Housed in weather-tight, metal sleeve, the G-E Thinline can be installed easily through any outside wall.



**ALL-OUTSIDE—WINDOWS OPERATE.** Can be mounted all-outside in either upper or lower window to allow windows to be raised and lowered for cleaning.



**ALL-INSIDE — WINDOWS OPERATE.** When installed all-outside or all-inside of window, projection is *still* less than with previous models installed flush with wall.





It's only **16½** inches thin...  
takes up **⅓** less space!



**Why load your shelves** with slow-moving specialty air conditioners to meet a few customers' special needs when *one* line—General Electric's revolutionary new *Thinline*—solves *everyone's* problems!

It's dramatically thin—there's an absolute minimum amount of protrusion into the room or outside the building no matter which way it's installed.

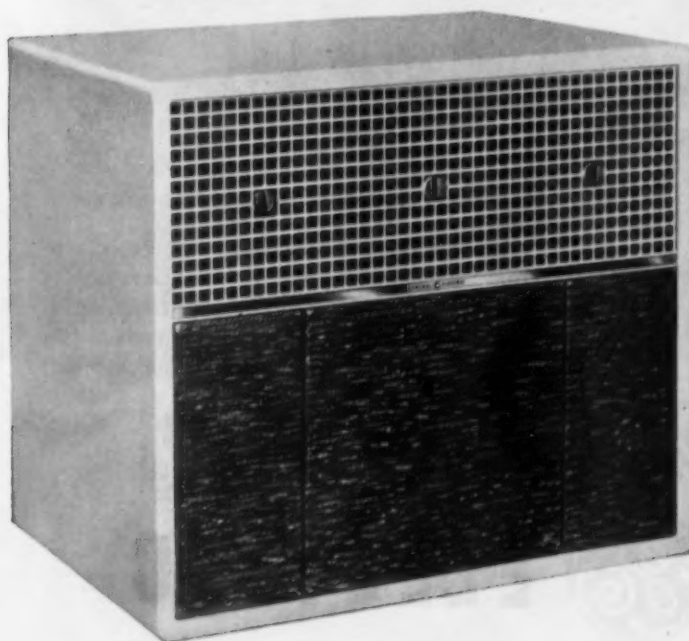
Its cubic size is actually 36% less than that of previous corresponding models. Yet nothing has been sacrificed to efficiency or comfort. It not only offers

amazing cooling capacity and de-humidification, but General Electric's new High-Power Factor *insures economy of operation, too!*

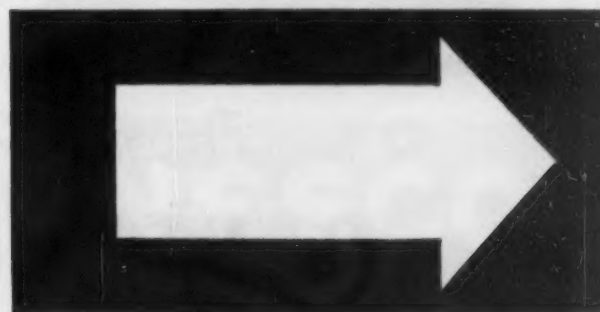
All three models—½, ¾ and 1 horsepower—are the same size housing. And every one bears the distinguished General Electric monogram—the symbol of dependability to customers everywhere.

General Electric Company, Room Air Conditioner Department, Appliance Park, Louisville 1, Kentucky.

Available in ½, ¾, 1 horsepower... in one case size.



Supported by the  
biggest advertising campaign  
ever put behind  
any room air conditioner!



# HOT! HOT! HOT!

See how General Electric Room Air Conditioner advertising is scheduled to help you sell and sell and sell—during the hottest months of the year.



**LIFE** 2 FULL-COLOR SPREADS  
8 FULL-COLOR PAGES

**SAT. EVE. POST** 10 FULL-COLOR PAGES

**TIME** 10 FULL-COLOR PAGES

**THE NEW YORKER** 10 PAGES

**BETTER HOMES AND GARDENS** FOR THREE MONTHS

**NEWSWEEK** 10 FULL-COLOR PAGES

**TV** 6 weeks of Twentieth Century-Fox Hour over 110 CBS stations

**FULL-HOUR TV SHOWS  
WITH BIG-NAME HOLLYWOOD STARS!**

It's spectacular advertising—for a spectacular new idea in air conditioning! Be ready for your customers when they start coming in asking for G-E Thinlines! Remember—it's the one line that gives you everything you need!

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**

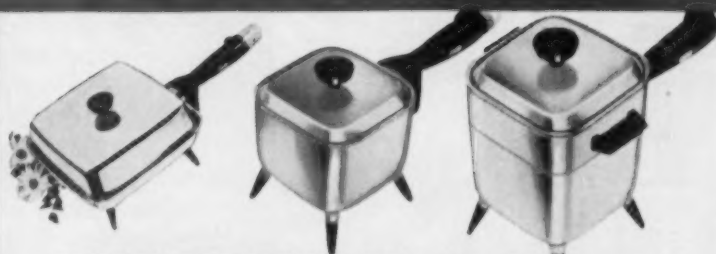


**44% profit on these**

# NESCO®

## DEALS

**NESCO does it again—this time with profit-packed pre-spring special deals!** Just in time for promoting during the hottest Nesco season of the year — 5 fast turnover Nesco items that mean business at any price! Look at the figures in these two special deals — then **ACT FAST** to clean up quick profits!



### SPECIAL PRE-SPRING DEAL No. 337

	Regular Dealer Price
1 Model 5411 Nesco Fryrite Electric Frying Pan	\$15.30
1 Model 5402 Nesco Cookryte Electric Sauce Pan	18.65
1 Model 5412 Nesco Cookryte Electric Sauce Pan with Double Boiler	20.00
<b>Total</b>	<b>\$53.95</b>
Special Pre-Spring price to Nesco Dealers	\$45.00

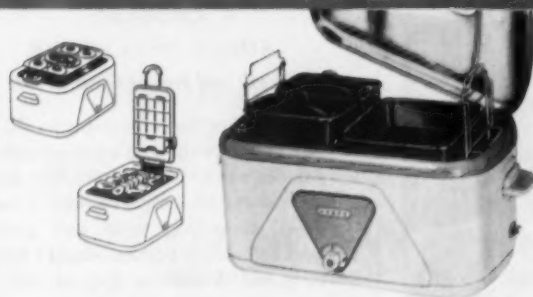
**\$895 in your pocket the minute you buy the deal!**



### SPECIAL PRE-SPRING DEAL No. 237

	Regular Dealer Price
2 Model 7016 Nesco Roastryte Electric Roasters @ \$20.00 each	\$40.00
1 Model 4313 Nesco Round Cookryte	13.30
<b>Total</b>	<b>\$53.30</b>
Special Pre-Spring price to Nesco Dealers	\$45.00

**\$830 Extra Profit... Instantly!**



### SPECIAL DEAL FOR YOUR CUSTOMERS, TOO! DEAL No. 444

Special Dealer price on No. 118 Nesco Roaster with Broiler and Griddle	\$31.47
Regular retail price	56.90
You can sell very profitably at this special retail price	44.95



#### SPECIAL DEALS, TOO, FOR DISTRIBUTORS

Buy at Nesco's special price schedule and still realize your regular markups!

Special Deals for distributors expire March 15, 1956.



#### DEALERS!

Ask about special sales incentives for your salespeople! Special Deals for dealers expire April 15, 1956. Call your Nesco distributor right now and profit!

You're always RYTE with

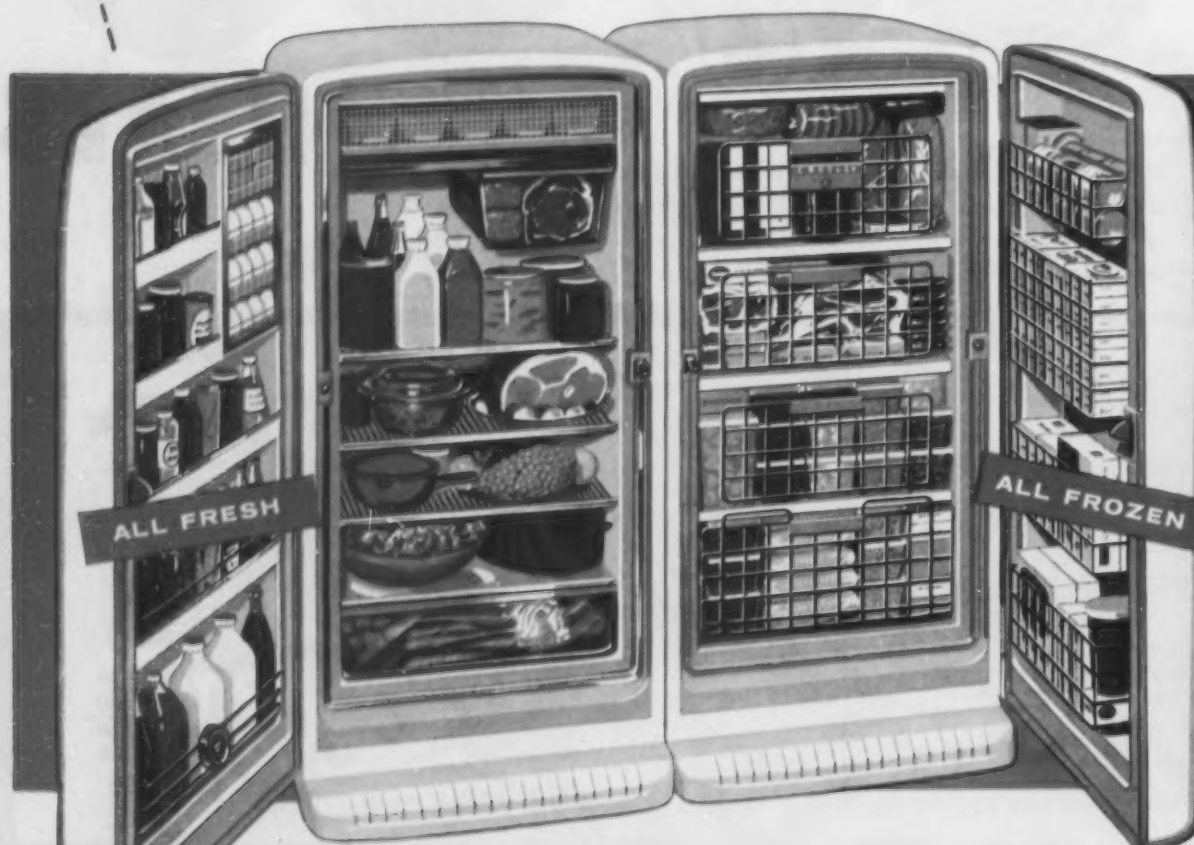
# NESCO®

EXECUTIVE OFFICES: GRANITE CITY, ILLINOIS

# CROSLEY

**NEW!**

**CROSLEY SHELVADOR TWINS**—the go-together, show-together matching Fresh and Frozen Food Center that meets the stepped-up storage needs of today's larger families!



## GREATEST IDEA IN FOOD STORAGE AND CONVENIENCE IN 25 YEARS!

The refrigerator is ALL refrigerator, giving up to 30% more storage space! It's just what you need to sell the fast-growing, highly-profitable market of freezer owners and prospects! With the famous self-serving Crosley upright freezer you have the best traffic stopper on any floor today! Available in 11 and 14 cu. ft. matching pairs.

**NEW!**

**HI-SPEED AUTOMATIC DEFOST**  
... ONLY on Crosley Refrigerators!

Defrosts both refrigerator AND freezer chest by the world's fastest system! Melts the frost, never the food. Saves vitamins, flavor. No scraping or drip pans!



### CROSLEY DUO-SHELVADOR Fresh and Frozen Food Center All-in-One

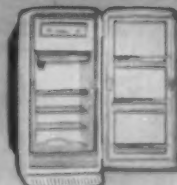
A man-sized 9.1 cu. ft. refrigerator and a family-sized 130 lb. freezer, in space-saving 32" wide by 61" high cabinet! Here's the storage capacity the average family is ready to grow into, plus conveniences unmatched in any other refrigerator: Hi-Speed Defrost, Beverage Server, new shelving, new Dairy Keeper, Deepest door of all!



### CROSLEY SUPER-SHELVADOR Fresh and Frozen Food Center

10.5 cu. ft. of fresh food space. 70 lbs. of frozen storage in a compact cabinet you can sell at a most attractive price! All roll-out shelves. Famous Crosley deep, deep Door holds half gallons, even tall seltzer bottles. World's fastest Hi-Speed Automatic Defrost. All the custom features you need to wrap up the sale!

#### EVERYTHING'S BIGGER IN CROSLEY'S NEW STEP-UP LINE!



**Model 5K-85**  
NOW! A genuine Crosley Shelvador leader—8½ cu. ft., big 35 lb. freezer, at a new low price!



**Model DN-85**  
Deluxe design 8.3 cu. ft. with full-width crisper, big Meat Drawer, 35 lbs. frozen food capacity.



# NEW FOR '56

**NEW!**

**CROSLEY ELECTRIC RANGES**... America's most beautiful ranges with Tel-a-Speed flexibility... as adjustable as a flame... AND as swift, clean and automatic as only electricity can be!



**NO OTHER RANGE—  
GAS OR ELECTRIC—  
CAN TOUCH IT!**

This superb 40-inch Custom Crosley gives you exactly what you need to switch gas range owners to electric cooking. And it obsoletes most of today's electric ranges with their limited speeds and skip-heats! Crosley's Tel-a-Speed controls dial any degree of heat as adjustable as a flame. Therma-Touch won't let foods burn. Exclusive Fry-or-Bake deep-well bakes, roasts, deep-fries on top of the range! Plus all the other Crosley features that make your selling demonstrations so convincing!

Model No. CTH 40.

***all this and color too!***

To match or contrast with Crosley Copper-Glo, White, or Pastel Color Cabinets, Crosley introduces decorator colors in kitchen and laundry appliances.

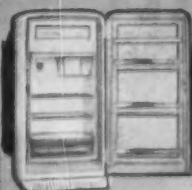
**GET THE FACTS ON THE WORLD'S  
NEWEST LINES FROM YOUR  
CROSLEY AND BENDIX DISTRIBUTOR TODAY!**



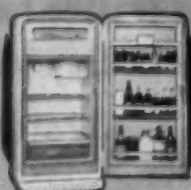
**THESE TOP FEATURES ALSO  
IN THE NEW CUSTOM "30"**

You can't sell a finer 30-inch range! Huge holiday picture-window oven! Tel-a-Speed and Therma-Touch put this Crosley in a class by itself! Crosley's fresh new concept in

range styling highlights the clean, quality look set off by a magnificent new back splash with full-width fluorescent lamp, precision chrome controls and an accent of rich copper. Display with the lamp on... see how customers stop to admire it! Model No. CH 30.



**Model SN-10S**  
10.3 cu. ft., 42 lb. freezer, deluxe features: Meat Drawer, Crisper, egg shelf, Deep Crosby Door!



**Model DAN-10S**  
Hi-Speed automatic Defrost 10.3 cu. ft. model has Dairy Shelf, 42 lb. freezer, Full width crisper.

## CROSLEY and BENDIX

Home Appliances Division **AVCO** MANUFACTURING CORPORATION  
Cincinnati 5, Ohio

# Only FARBERWARE brings you this New Super-Speed, Fully Automatic COFFEEMAKER in STAINLESS STEEL

**NEW!**

Solid Stainless Steel  
Construction!

**NEW!**

Modern design—makes 2 to 12  
cups of delicious coffee.  
Useful for all occasions!

**NEW!**

Brews real coffee faster than  
instant!

**2 cups in 2½ minutes!**

**12 cups in 10 minutes!**

**\$29<sup>95</sup>**

**THE ONLY FULLY AUTOMATIC  
COFFEEMAKER THAT MAKES  
PERFECT COFFEE IN LESS TIME  
THAN IT TAKES TO BOIL WATER!**



**RED LIGHT**  
Indicates when  
coffee is done.



**NEW SUPER-SPEED  
AUTOMATIC  
COFFEE URNS  
in STAINLESS STEEL**

**TWO POPULAR SIZES:**

12 to 55 cups in just 12 to 40 minutes! **\$59.95**

12 to 30 cups in just 12 to 24 minutes! **49.95**

Super-Speed, fully automatic, percolator-type Farberware Urns with "Feather-touch" spigot for automatic dispensing. Just fill with water, put in coffee and the urn makes coffee automatically—keeps it hot! Makes as few as 12 cups. Ideal for any occasion—home entertaining, club, school and church functions.



**Every Woman Wants  
STAINLESS STEEL!  
FARBERWARE has it!  
Order now!**

S. W. FARBER, INC., NEW YORK 54, N. Y. Makers of stainless steel cookware with aluminum-clad bottoms.





## The sale comes easier when they see this label

In the eyes of your prospects, any appliance is a better appliance when it wears the Fiberglas\* label. For Fiberglas is an old friend they've met in hundreds of extra-value products . . . and continue to meet every week in *LIFE* and a dozen other consumer magazines. Our year-round program of national advertising tells your customers how Fiberglas Insulation makes good appliances better—and new appliances possible—by muffling sound, controlling heat in everything from a small roaster to a huge freezer. Put this consumer acceptance to work for you—point to the Fiberglas label during every demonstration . . . *and clinch the sale!* Owens-Corning Fiberglas Corporation, Dept. 104-B, Toledo 1, Ohio.


®T-M. (Reg. U.S. Pat. Off.) O-C. F. Corp.

## Speedy Sales Maker

Take a minute of your sales talk for this brief, simple demonstration of the superiority of Fiberglas Insulation. It pays dividends—generates real conviction that may help you change a no sale to a sale! Write today to the address below for your free "selling sample" of Fiberglas Insulation, and—

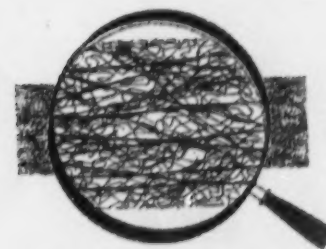


### Sell with the sample:

Compress the Fiberglas Insulation sample between your fingers—show how it snaps back. Tell your customer that a resilient insulation won't ever settle, pack down, leave un-insulated hollows.



Then drive the point home. Slam the appliance door a few times. Tell your customer how the door will be slammed *tens of thousands of times* in the normal life of the appliance, making it essential to have a *non-settling* insulation.



Show the Fiberglas Insulation again. Explain how glass fibers—many times thinner than a human hair—trap millions more dead air spaces than customary insulating materials. That's why *less* Fiberglas is needed on the job . . . why an appliance can be smaller on the outside, bigger on the inside, when it's Fiberglas-insulated!

# FAIRNESS

*A Statement of Principle and Policy by Casco Products Corporation  
Concerning the Electrical Industry*

***This we believe at Casco:*** It is vital that everyone . . . and we do mean everyone, connected with the marketing of Casco products shall have a fair opportunity to profit. And this emphatically includes our Wholesalers and their salesmen.

***Therefore,*** in this period of questionable judgments when Wholesalers' discounts are being reduced or threatened, Casco stands firm on its traditional policy of a full discount for its Wholesalers—and urges its Wholesalers to maintain with equal firmness the commissions they pay to their salesmen.

As experienced merchandisers, we are keenly conscious of the difficulty under which the Wholesalers operate, the increase of his operating expenses, the steadily growing number of services he is expected to perform, the comparative meagerness of the net profit upon which he must operate. We value the courageous way he has faced these problems and we are grateful for the important part he has played in building Casco sales so greatly in the past decade.

Therefore, in what we consider simple fairness, we repeat:—Casco will continue to maintain a full discount to its Wholesalers. *Casco WANTS its distributors to make money.*

CASCO PRODUCTS CORPORATION  
BRIDGEPORT 2, CONNECTICUT

*John J. Reidy*

JOHN J. REIDY  
EXECUTIVE VICE PRESIDENT



# CASCO REDUCES PRICE... KEEPS DEALER PROFITS BIG



Casco is widely recognized as the best steam iron—in quality...in features...in consumer satisfaction. At \$18.95 more and more dealers have preferred to feature Casco above any other brand. And now...

*Imagine the consumer impact that this drastic \$3 price reduction will have*

*in boosting your sales of America's No. 1 tap-water steam and dry iron.*

## TAKE ADVANTAGE OF THIS EXTRA-PROFIT OFFER NOW!

with your order for only 6 new Casco  
Steam and Dry Irons at the new low price

**YOU GET THIS NEW \$7<sup>95</sup>  
\$15<sup>95</sup> CASCO IRON FOR ONLY**

Total retail value \$111.65  
Your total cost for 7 irons \$72.51

**YOUR PROFIT \$39<sup>14</sup>**



**ORDER  
NOW**

thru your Distributor  
**OFFER LIMITED!**  
may be withdrawn  
without notice.



Casco Products Corp., Bridgeport, Conn.

## Mort Farr Says . . .

# Sell Air Conditioners . . . Don't Gamble with Them



Mort Farr, Upper Darby, Pa., appliance-TV dealer

**R**ECENTLY one of the most successful distributors of major appliances in America said to me "I wouldn't think of going to Las Vegas to play their gambling games, but this air conditioning business is a bigger gamble than Las Vegas and perhaps the odds are more against you."

This seems to be the story for many who have sold air conditioning for the last few years. We have sold a lot of units representing big dollar volume, but few manufacturers, distributors or dealers have made a profit. To be sure, quite a number of retailers made some money with an assist from the weather this past summer, but even then it was at the expense of some distributor or manufacturer who, remembering the carryover of '54 and scared by the cool start in June of '55 and the reluctance of the dealer to stock up, started unloading at special prices.

Some of the gamble can be taken from this business if we analyze its potential both long and short range and ponder on the reasons why and when purchasers are attracted to buy. This is an industry problem and calls for cooperation in the recruiting and training of salesmen and servicemen if we are to realize the volume possible in the next two years. It is inevitable that more and more people will demand the comfort of modern air conditioning.

**HERE IS A BUSINESS WITH "FUTURE UNLIMITED".** It is just a question of how to develop the business and how to sell and install units at a profit.

In spite of lower unit costs it is being predicted that sales in '56 will top the \$250,000,000 mark and will double that figure in 1957. Think of it, a single product (just the room unit) with a potential of half a billion dollars a year by 1957 and a future far exceeding any other product we sell.

There are about 46 million wired homes in America and even though we have sold about 4,000,000 units in the last three years, only 5.6 percent of homes have one or more room units. Many of the units produced to date have gone into doctors' and dentists' offices and other commercial use. Only about 15 percent of those homes owning units have more than one. Here are some of our best prospects—those people with a single unit who will want to extend that comfort to other rooms.

What can we do to sell more air conditioning units and particularly to lengthen the selling season? According to the seasonal sales charts in *ELECTRICAL MERCHANDISING* (Jan. '56, p. 88) air conditioners have the sharpest sales peak and the lowest valley of any major appliance. Sales for December and January at retail are only 2 percent of production while almost 60 percent are sold in June and July

and 80 percent in the four months of May-August. For most of us it is impossible to physically handle any more sales in the peak period and it is quite a problem to have enough trained men to handle this demand and then find something for them to do in the ten-months off-season.

**WE MUST LENGTHEN THE SALES SEASON.** This is going to require education on the part of our customers, the dealers themselves and our salesmen.

Inasmuch as most people buy to keep cool, we have to know what size to sell to properly cool various size rooms in the hottest weather and how to explain to a customer why he needs that size. It is time that our engineers came up with some accurate model selector that is simple and easy to understand and yet so designed that customers would always get adequate cooling. Then, when a salesman tells the customer that he needs a  $\frac{3}{4}$  ton unit, he must be able to explain what  $\frac{3}{4}$  ton means. The customer may think that is the weight of it or that it is the horsepower of the motor or of the unit. The salesman may say you need 9,000 Btu—and how many prospects will know what he is talking about? Actually it is related to ice and quite naturally a  $\frac{3}{4}$  ton unit has the equivalent cooling effect of fifteen 100 lb. cakes of ice in 24 hours. A one ton unit will do the cooling of a ton of ice. That's simple and right here we might explain that 100 lbs. of ice costs seventy cents so that if you did the cooling with ice it would cost over \$300 in one month and you would not eliminate the humidity.

**HUMIDITY IS THE THING WE HATE.**

It is the greatest part of the sales story. It causes all sorts of discomfort and interferes with the respiratory system. People spend thousands of dollars to go to remote places to get out of humidity. A room air conditioner is all a person needs for relief. A  $\frac{3}{4}$  ton unit will take out of the air 33 quarts of water in 24 hours. A great story can be built up around the advantages of taking this water out of the air—health and comfort; doors don't stick; and mirrors and windows don't cloud up and collect dirt.

Let's take this problem of dirt. Did you know that in the course of one year in the average six room house about 400 lbs. of dirt and lint deposit themselves on the household furnishings? Much of this happens in the summer when doors and windows are opened. With proper air conditioning, they can be sealed and the fresh outside air brought in through filters that filter that dirt. Have an

old filter around to show the dirt that has been removed from a single room unit. This elimination of dirt not only saves a lot of cleaning but saves on draperies and furniture that is spared the soiling.

Don't forget that filters also eliminate pollen and that you can now get special ones that handle a greater amount of this pollen. It is easy today to get testimonials from people who have room units and swear by them for relief from allergies.

Don't forget that closing windows in summer eliminates outside noises and don't overlook sales to the man who works at night and must sleep in the daytime. This little unit may also be used as a plain circulator and even without the cooling unit in operation the fan will give filtered air comfort on cooler days. Don't overlook the fact that even when we do circulate this air we can have the unit right by the bed and still avoid drafts. Some people use the fans in their unit to give them more even heat circulation in the house in winter. Other units with heaters built in do the heating job in southern climates or give an assist in the fall and spring before the regular heat is turned on.

**START SELLING NOW.** We should start now to let the public know where to buy their room unit and to educate them on installation before the hot weather. Much pre-season selling can be accomplished by special terms or low installation costs if bought now and installed about May before the real hot weather. At any rate now is the time to do your buying and set up your displays and train your salesmen and servicemen.

**EXTRA PROFITS ARE AVAILABLE.** The room unit business offers several other opportunities for profit. The sale of filters is a good profitable business and brings hundreds of people into your store if you let them know you stock all sizes. It is also profitable to have your service department install them. You must remind your customers that these filters must be replaced at least once each year in most window units. We have a spring special each year and offer to clean, oil, level, refasten, recaulk and install a new filter for \$7.95. We advertise it as a special service and do hundreds of these jobs which are quite simple and can be done by installation men. However you must have experienced servicemen to follow all new installations and check the installation, instruct the customer in operation of the unit and to diagnose and repair units if they do become inoperative or inefficient. **End**





**GIANT STEP IN TV!**

# 1956 CBS TV SETS WITH TELEVISION

**GIANT STEP IN TV!** *Here are sets so utterly new, so boldly, beautifully engineered, they set the pace for all TV to follow. These are the fabulous CBS Television Sets for 1956...importantly different, inside and out. They are built by a Division of the Columbia Broadcasting System, and backed by the vast fund of CBS broadcast experience and electronic research. As a result, they alone deliver the 9 most-wanted advances in television.*

*From every angle, on every count...these are the finest television sets ever to bear the great name of CBS.*

## ONLY THE NEW CBS TV SETS

### **2 CBS Remote Control**

The foolproof chairside tuner. Gives you armchair command of Robot Tuning. All you lift is a finger. Set turns on and off... channels change... contrast, brightness and volume adjust themselves—automatically. Optional at slight extra cost.



### **3 TV's Mightiest Power Plant**

The CBS Imperial 3000 Chassis. Proved most powerful by far in the 150-mile test. A deluxe supersensitive chassis, CBS-designed for brilliant performance everywhere... in noise-laden cities and remote weak-signal areas.



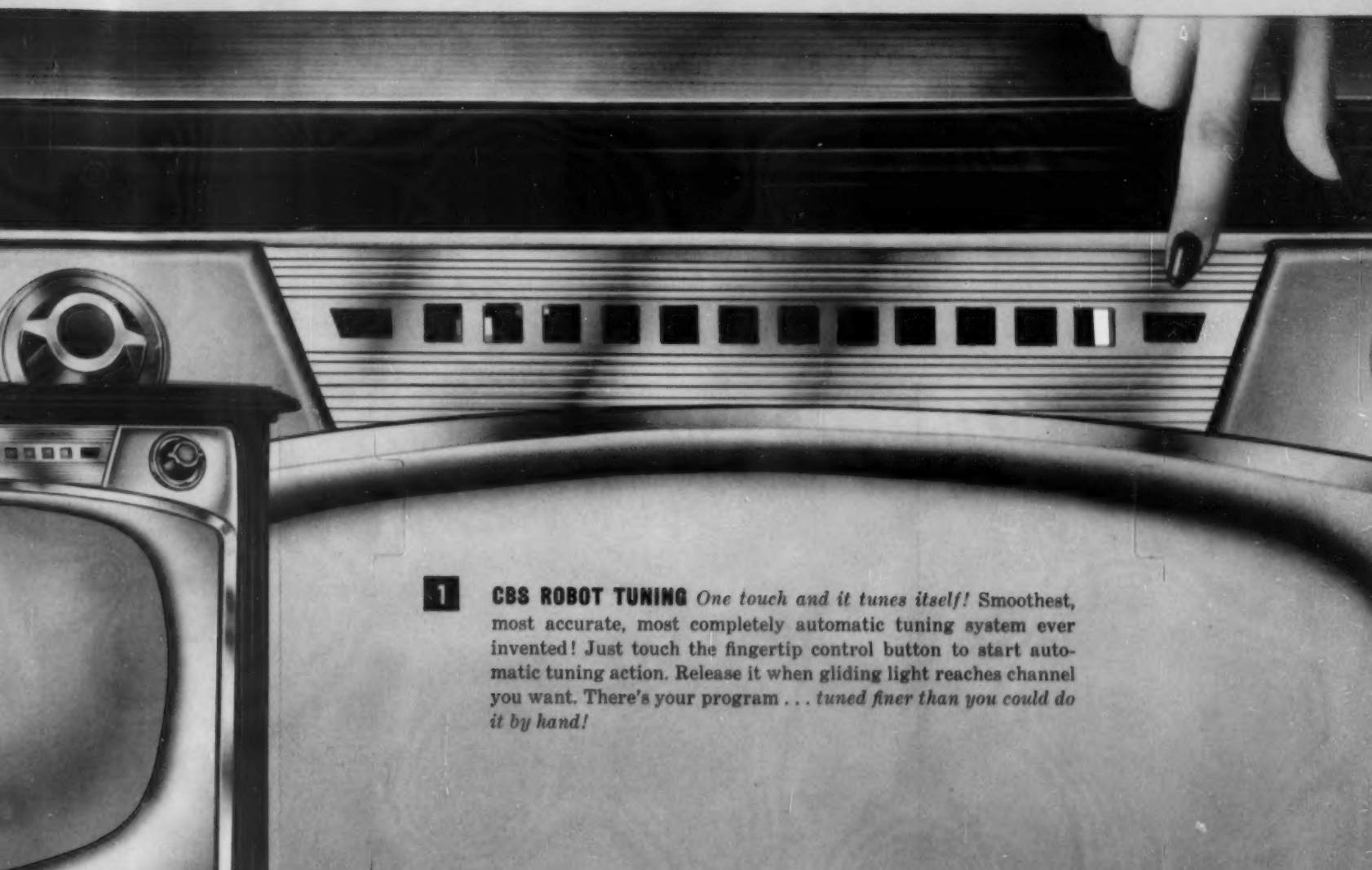
### **4 Exclusive Tilt-Out Chassis**

The CBS Custom 2000. World's most accessible chassis. Minimizes service problems. Cuts service costs to the bone as it eliminates costly searching and guesswork. Another outstanding example of CBS "luxury touch" engineering.





# VISION'S 9 MOST-WANTED ADVANCES



**1 CBS ROBOT TUNING** *One touch and it tunes itself!* Smoothest, most accurate, most completely automatic tuning system ever invented! Just touch the fingertip control button to start automatic tuning action. Release it when gliding light reaches channel you want. There's your program . . . *tuned finer than you could do it by hand!*

**3** TV'S MIGHTIEST POWER PLANT—the CBS Imperial 3000 Chassis!  
**2** CBS REMOTE CONTROL—the foolproof chairside tuner!

SEE TV'S 9 MOST-WANTED ADVANCES

GIVE YOUR TELEVISION A PULL DOWN MOST-WANTED ADVANCES

**5 Biggest, Brightest Picture Tubes Ever Made**  
Expanded 17", 21" and 24" screens . . . aluminized for maximum picture brilliance. 15% more picture area than ordinary tubes . . . 100% brighter, by actual light-meter tests. Automatic self-focusing feature.



**6 Super Filterized Screen**  
Protects your eyes while it adds snap to the picture. Made of special tempered glass for extra safety. Removable from front for easy cleaning. Downward tilt of both filter and picture tube kills room light reflections.



**7 The New Sound** World's only Focusing Speaker!  
Entire speaker unit tilts up to best angle of sound projection for individual room. **Choir of Speakers!** Magnificently engineered 3-speaker sound system—highest fidelity yet achieved in TV sound.



**8 Rollabouts! Turnabouts!**  
Move easier, stand steadier. Rollabout models glide effortlessly from room to room (even over door sills) on silent 3-inch wheels. Turnabout bases swivel to face any part of the room at fingertip pressure. Now TV goes everywhere!



**9 The Fine Furniture Look**  
Cabinets that look at home in your home. Major additions to any decorating scheme. Sixteen brand new models in wide variety of styles and finishes. New! . . . all cabinets are flat-backed to fit flush against wall!



# 1956 CBS TV SETS WITH TELEVISION

**GIANT STEP IN TV!** *Here are sets so utterly new, so boldly, beautifully engineered, they set the pace for all TV to follow. These are the fabulous CBS Television Sets for 1956...importantly different, inside and out. They are built by a Division of the Columbia Broadcasting System, and backed by the vast fund of CBS broadcast experience and electronic research. As a result, they alone deliver the 9 most-wanted advances in television.*

*From every angle, on every count...these are the finest television sets ever to bear the great name of CBS.*

## ONLY THE NEW CBS TV SETS

### **2 CBS Remote Control**

The foolproof chairside tuner. Gives you armchair command of Robot Tuning. All you lift is a finger. Set turns on and off... channels change... contrast, brightness and volume adjust themselves—automatically. Optional at slight extra cost.



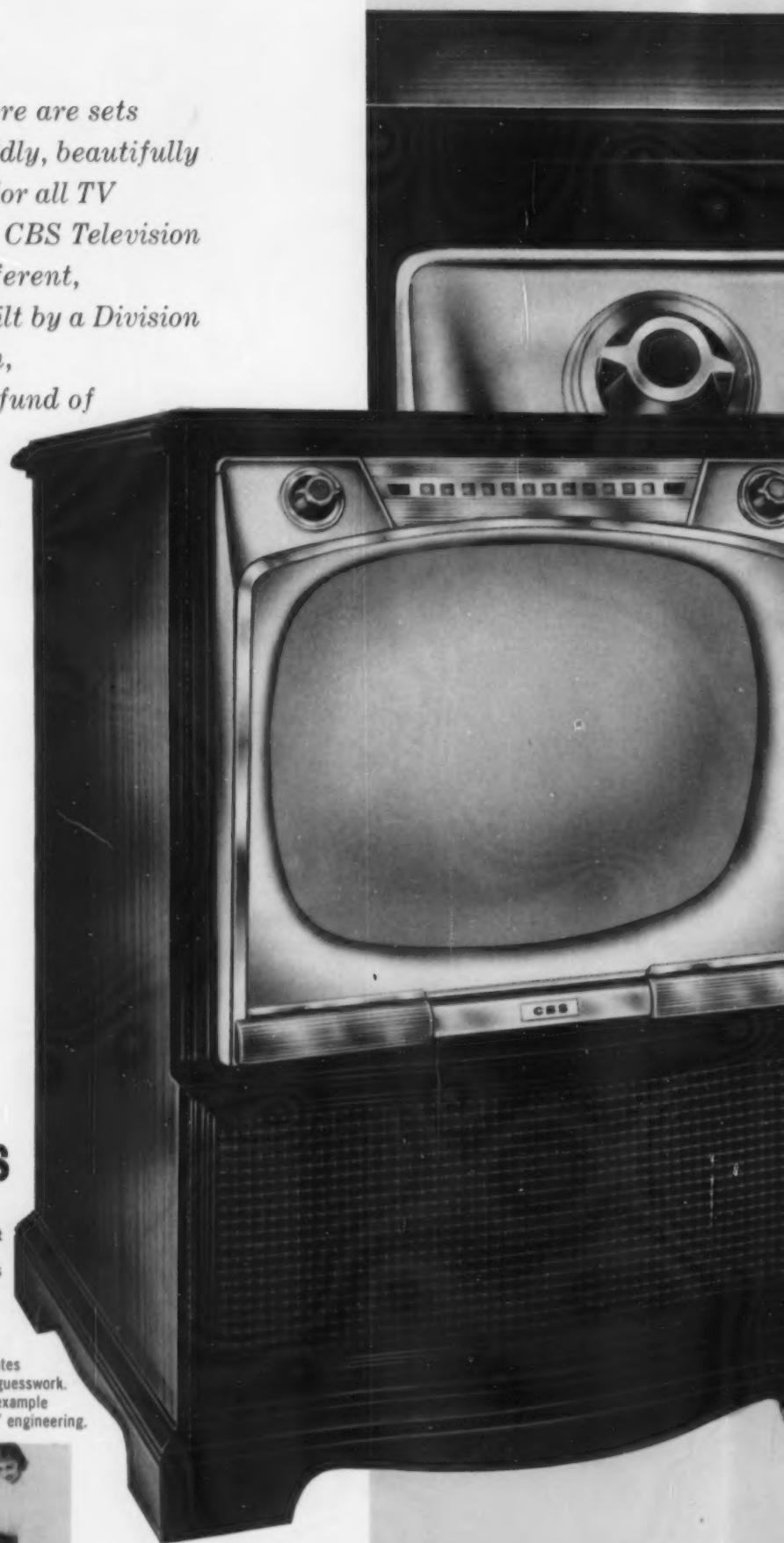
### **3 TV's Mightiest Power Plant**

The CBS Imperial 3000 Chassis. Proved most powerful by far in the 150-mile test. A deluxe supersensitive chassis, CBS-designed for brilliant performance everywhere... in noise-laden cities and remote weak-signal areas.



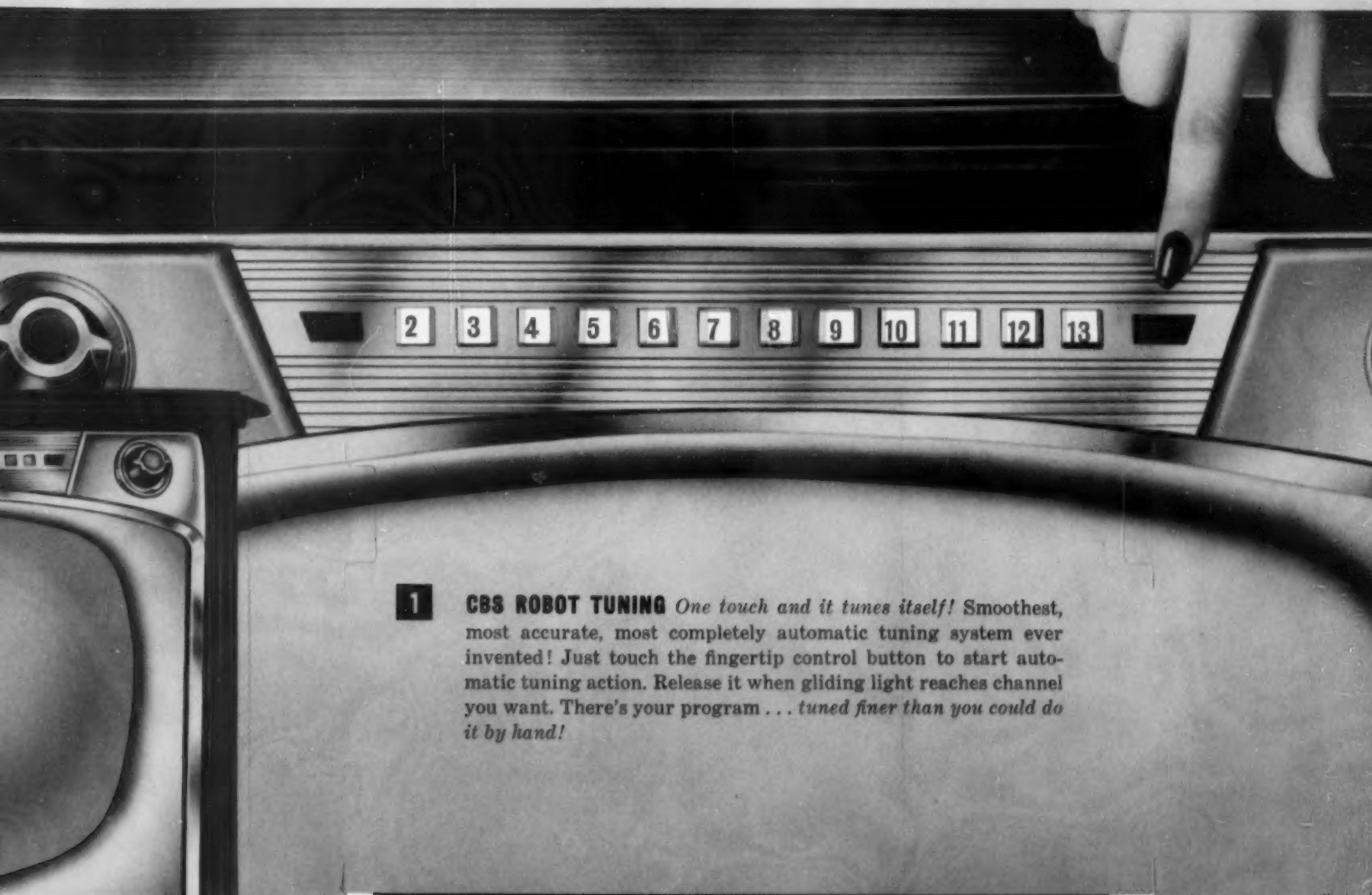
### **4 Exclusive Tilt-Out Chassis**

The CBS Custom 2000. World's most accessible chassis. Minimizes service problems. Cuts service costs to the bone as it eliminates costly searching and guesswork. Another outstanding example of CBS "luxury touch" engineering.





# VISION'S 9 MOST-WANTED ADVANCES



- 1 CBS ROBOT TUNING** *One touch and it tunes itself! Smoothest, most accurate, most completely automatic tuning system ever invented! Just touch the fingertip control button to start automatic tuning action. Release it when gliding light reaches channel you want. There's your program . . . tuned finer than you could do it by hand!*

## MORE OF THE BEST THAN ALL THE REST IN THE NEW CBS TV SETS MADE BY A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM

GIV

**5** Big Picture Expansion—maximum 15% more picture area than ordinary tests. self-

- 9** THE FINE FURNITURE LOOK—16 brand new models in many styles and finishes!  
**8** ROLLABOUTS! TURNABOUTS!—move easier, stand steadier!  
**7** THE NEW SOUND—with Focusing Speaker! Choir of Speakers!  
**6** SUPER FILTERIZED SCREEN—all the clarity, none of the glare!  
**5** BIGGEST, BRIGHTEST PICTURE TUBES EVER MADE—expanded, aluminized 17's, 21's and 24's!  
**4** EXCLUSIVE TILT-OUT CHASSIS—the CBS Custom 2000!  
**3** TV'S MIGHTIEST POWER PLANT—the CBS Imperial 3000 Chassis!  
**2** CBS REMOTE CONTROL—the foolproof chairside tuner!

ADVANCES

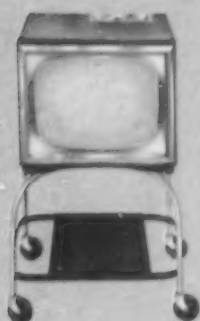
**9 The Fine Furniture Look**  
Cabinets that look at home in your home. Major additions to any decorating scheme. Sixteen brand new models in wide variety of styles and finishes. New! . . . all cabinets are flat-backed to fit flush against wall!



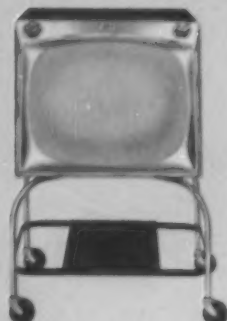
SEE TV'S 9 MOST-WANTED ADVANCES

PULL  
DOWN

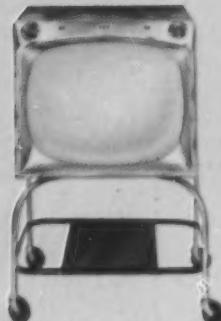
# NEW 1956 CBS TV SETS... MORE OF THE BEST THAN ALL THE REST!



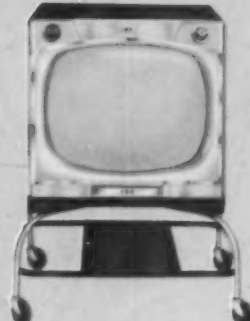
**The CBS Washington | 6T101** — 17-inch ebony table model, leatherette finish. Expanded, Aluminized picture tube. Filterized screen, removable safety glass. Super-powered Cascode tuner. Top Tuning Tray.



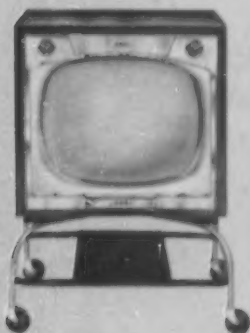
**The CBS Jefferson | 6T301** — 21-inch ebony table model. Dura-Clad finish. Expanded, Aluminized picture tube. Filterized screen. Exclusive CBS "Custom 2000" Tilt-Out Chassis. Super-powered Cascode tuner.



**The CBS Adams | 6TR305** — 21-inch table model. Mahogany Dura-Clad. Robot Tuning with illuminated channel indicator. Remote Control available. Expanded, Aluminized picture tube. Filterized screen.



**The CBS Herald | 7T307** — 21-inch deluxe table model. Dura-clad finish. "Imperial 3000" chassis. 150-mile Cascode Turret tuner. Expanded, Aluminized picture tube, Super-Filterized screen.



**The CBS Regent | 7T309** — 21-inch deluxe veneered mahogany table model. "Imperial 3000" chassis. 150-mile Cascode Turret tuner. Expanded, Aluminized picture tube. Super-Filterized screen.



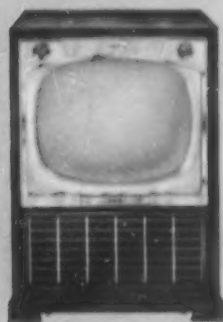
**The CBS Baronet | 7TR311** — 21-inch veneered mahogany table model. Robot Tuning. Illuminated channel indicators. Remote Control available. "Imperial 3000" Chassis. Cascode Turret tuner. Expanded, aluminized tube.



**The CBS Hamilton | 6K321** — 21-inch mahogany wood finish console. Expanded, Aluminized picture tube. Filterized screen. "Custom 2000" Tilt-Out chassis with super-powered Cascode tuner. Top front tuning.



**The CBS Monroe | 6KR323** — 21-inch mahogany wood finish console. Robot Tuning. Illuminated channel indicator. Remote Control available. Expanded, Aluminized picture tube. Filterized screen.



**The CBS Cavalier | 7KR325** — 21-inch mahogany veneer console. Top front tuning. Illuminated channel indicator. "Imperial 3000" chassis. 150-mile Cascode Turret tuner. Exclusive CBS Focusing Speaker.



**The CBS Madison | 6KR327** — 21-inch mahogany veneer console. Robot Tuning with illuminated channel indicator. Remote Control available. Expanded, Aluminized tube. Super-Filterized screen.



**The CBS Empress | 7KR329** — 21-inch mahogany veneer console. Robot Tuning. Illuminated channel indicators. Remote Control available. "Imperial 3000" Chassis with 150-mile Cascode Turret tuner.



**The CBS Vicerey | 7KR332** — French Provincial cherry wood console. Robot Tuning. Illuminated channel indicators. Remote Control available. "Imperial 3000" Chassis. Cascode Turret tuner.



**The CBS Monarch | 7KR333** — 21-inch mahogany veneer console. Robot Tuning. Illuminated channel indicators. Remote Control available. Hi-fi "Choir of Speakers." Phono-jack and switch.



**The CBS Ambassador | 7KR336** — 21-inch blond "Lowboy." Robot Tuning. Illuminated channel indicators. Remote Control available. Hi-fi "Choir of Speakers." Phono-jack and switch.



**The CBS Fairfield | 5T001** — 24-inch mahogany wood finish table model. Expanded, Aluminized picture tube. Filterized screen. Powerful Cascode Turret tuner. Illuminated dial. Built-in antenna.



**The CBS Stratford | 5C003** — 24-inch mahogany wood finish console. Expanded, Aluminized picture tube and Filterized screen. Powerful Cascode Turret tuner. Illuminated dial. Built-in antenna.

**CBS-COLUMBIA — A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM**





## satisfied customers have ready-made audiences!



*Packard*  
REG. U.S. PAT. OFF.  
TRADE MARK

Packard Electric Division  
General Motors, Warren, Ohio

Here's a man who is really happy about his new oil furnace . . . an enthusiastic booster who can hardly wait to tell about it. Chances are that a Packard Electric motor has a lot to do with his satisfaction . . . for Packard motors deliver quiet, dependable, long-lasting performance that's bound to please.

For more than 39 years, Packard Electric craftsmen have been building fractional horsepower motors that lead to one customer telling another. Packard builds a lot of satisfaction into every motor . . . and there's nothing better than a satisfied customer to boost both reputation and sales.

# Emerson-Electric's will activate



## BEST SELLERS



**Northwind**... Beautiful ACTIVE AIR oscillators, 10" single-speed and 12" two-speed. Desk or wall use. Harmonize with all room schemes. Hush-treated. 5-Year Guarantee.



**18" Roll-about**, the big sales sensation... combines best features of portable air circulator and window fan. Tilts through 180° arc. Three wide blades. Beige and brown enamel finish. 5-Year Guarantee.



# "Active Air"

## your fan sales in '56!

Get the complete ACTIVE AIR story, in color, on every fan in America's most complete line... Send for the great 1956 Emerson-Electric fan catalog: Catalog No. 3030, THE EMERSON ELECTRIC MFG. CO., ST. LOUIS 21, MO.



**Moving ACTIVE AIR Display...** to prove to customers right in your store the huge volume of air Emerson-Electric fans move! Designed to stop traffic, attract interest, *clinch sales* for you.



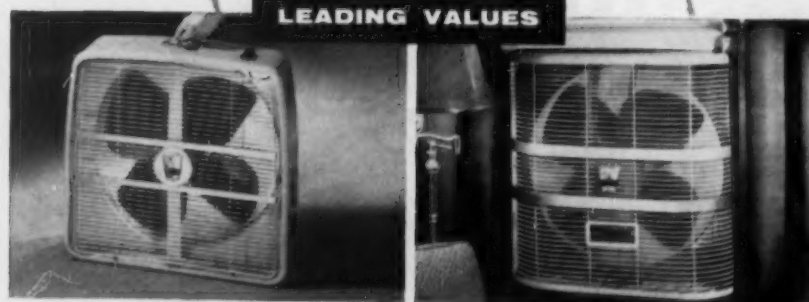
**Great Salesmen Working for You!** Big space advertisements in Life, The Saturday Evening Post will tell the story of ACTIVE AIR to millions! *Plus* "As advertised in Life" fan self-sell tags to convince shoppers *in your store*.



**Fact-filled Consumer Folders.** Ideal for mailing pieces, bill inserts, or counter handouts. Imprinted with your signature... **FREE!** And "Sales Booster" pamphlets to give your salesmen latest tips.



**TV and Radio Announcements,** hard-selling newspaper mats to tie your store's advertising in with the national ACTIVE AIR campaign!



**Two-Speed 20" Window and Utility Fan**... the Turnaround feature makes it a window or a portable fan. Blade guards on both sides. Custom-built, heavy-duty motor. Hush-treated. 5-Year Guarantee.

**Two-Speed 16" and 20" Window Fans...** Ingrowing "Treasure Tones" to harmonize with any room. Electrically reversible. Recessed switches. Hush-treated. Famous Emerson-Electric 5-Year Guarantee.



# Emerson Electric

of St. Louis—Since 1890

Have you overlooked this sales point?



**Tecumseh HERMETICS**

**OUTSELL BECAUSE THEY EXCELL!**



**Tecumseh HERMETICS** are original equipment on..

<p><b>31% OF ALL</b> <b>HOUSEHOLD REFRIGERATORS*</b></p> <p>Model P91, 1/4 H. P. single cylinder compressor.</p> 	<p><b>73% OF ALL</b> <b>ROOM AIR CONDITIONERS*</b></p> <p>Model 57R16, 3/4 H. P. single cylinder compressor.</p> 
<p><b>70% OF ALL FREEZERS*</b></p> <p>Model 54814L, 1/4 H. P. single cylinder condensing unit.</p> <p>*As reported by <b>ELECTRICAL MERCHANDISING</b></p>	

The Tecumseh compressor is an important sales feature that should not be overlooked when you are selling refrigeration equipment. Study these Tecumseh advantages and turn them into sales:

**LOW INITIAL COST**—Large production, based on constant demand, keeps costs amazingly low.

**SMOOTHER OPERATION**—Compressor is hermetically sealed in oil . . . internal spring mounting eliminates vibration for quiet operation.

**COMPACT DESIGN**—Allows more space for food storage, or smaller overall dimensions for room conditioners.

**FREEDOM FROM SERVICE**—Efficient overall operation has resulted in less than 1% field returns under warranty. Check with your distributor or manufacturer to see that your refrigeration equipment has Tecumseh hermetic compressors.

**21,000,000 TECUMSEH COMPRESSORS IN USE TODAY**



**TECUMSEH PRODUCTS**  
**TECUMSEH MICH. Company**

EXPORT DEPT.:

P. O. Box 2280, 24530 Michigan Ave., W. Dearborn, Mich.

World's Largest  
Producer of  
Compressors for the  
Refrigeration Industry

## ECONOMIC CURRENTS

### Takeoff from the High Board

BY THE MCGRAW-HILL DEPT. OF ECONOMICS

**B**USINESS activity in the first quarter of 1956 will continue at the record pace set in 1955. And by almost all measures this will be the highest takeoff point in our history.

Business is betting on a continuation of consumer confidence. There is evidence of such confidence in a recent survey of consumer intentions by the Survey Research Center of the University of Michigan. The results of the study indicate that the consumer will keep up the fast clip at which he has been going, although he probably won't step up the pace the way he did last year.

But even maintaining the current pace points to a very high level of consumer spending. It should come close to \$260 billion (annual rate) in the first quarter . . . compared with \$245.8 billion in the first quarter of 1955. Of this amount it seems likely that consumers will spend about \$35 billion on durable goods—autos and appliances. In the first quarter of 1955 the rate was \$34.4 billion (annual rate).

There doesn't seem to be much question that consumers will have even more money to spend than they did in 1955. Disposable income—income after taxes—will probably reach \$278 billion (annual rate) in the first quarter. That's \$3 billion more than the fourth quarter of 1955. And \$17 billion more than the rate in the first quarter of last year.

And the signs point to lower personal income taxes for the consumer. Both political parties show an inclina-

tion to give the consumer a tax break sometime during the year, though this may not come till spring or summer.

#### BUSINESS WILL SPEND MORE

Perhaps the most impressive signs of a continued record level of business activity and consumer income are being provided by business itself. A recent survey of business plans for capital spending by the Department of Commerce and the Securities and Exchange Commission indicates that businessmen will be spending at an annual rate of \$31.6 billion for new plant and equipment in the first quarter of 1956. That's close to \$1.5 billion more than the fourth quarter rate. If these plans are carried out, it means businessmen will spend about 13 percent more this year than 1955. And 1955 was the best year on record.

If the expected rise in consumer spending occurs, not every industry will get a proportionate slice of the pie. The prospects for the electrical appliance industry are fairly rosy, but there will be no repeat of the sharp increase that occurred in 1955. Appliance output in 1955 rose about 30 percent over the recession year of 1954. This year, however, production of appliances will probably average about 5 percent higher than last year.


It now looks as if TV output will turn down after 1955's spectacular effort. Some estimates currently point to production of about 7 million sets in 1956. If 7 million sets are produced, it will still mean a fairly

(Continued on page 66)



"OH WE SHOULDN'T HAVE ANY TROUBLE. GOT ANY LARD OR GREASE?"





# NOW

## A GREAT NEW NAME

on products of the  
company that has  
always given you more!



# Wh

the great merchandising name  
in the home



#### **CUSTOM Washer and Dryer**

The Custom washer and dryer combine smart, modern styling with top performance and convenience features. For those who want genuine RCA WHIRLPOOL quality at a moderate price, the Custom is the answer.

MR. DEALER: **YOU** CONTROL YOUR  
PROFIT WITH RCA WHIRLPOOL

#### **IMPERIAL Washer and Dryer**

For sheer beauty, for unsurpassed performance, for leadership quality, it's the Imperial washer and dryer. Offering even more than ever before, the Imperial is the choice of those who demand the finest.

**GET THE FULL STORY FROM  
YOUR RCA WHIRLPOOL DISTRIBUTOR**

**JOIN UP... IT'S EASIER TO SELL RCA**



# whirlpool

**dedicated to continued leadership  
laundry field!**



## **SUPREME Washer and Dryer**

The distinctive styling of the Supreme washer and dryer will lend new charm to any kitchen, laundry or utility room. And, its many fully-automatic features completely put an end to washday drudgery.

## **DELUXE Washer and Dryer**

For the budget-conscious, the Deluxe washer and dryer provide an outstanding value in automatic home laundering. Both offer modern, space-saving design and a long list of top performance features.

*Selling for you . . . Milton Berle and Martha Raye on Tuesday nights, NBC-TV*

**WHIRLPOOL-SEEGER CORPORATION • St. Joseph, Michigan**

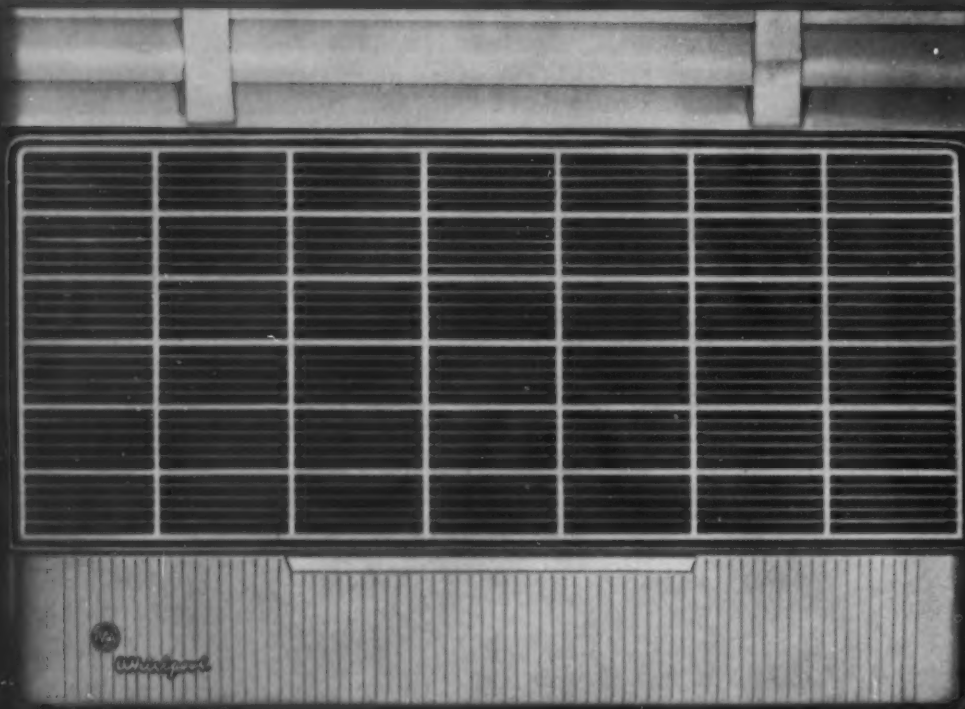
WASHERS • DRYERS • IRONERS • FREEZERS • RANGES • AIR CONDITIONERS • DEHUMIDIFIERS

**WHIRLPOOL THAN SELL AGAINST IT!**



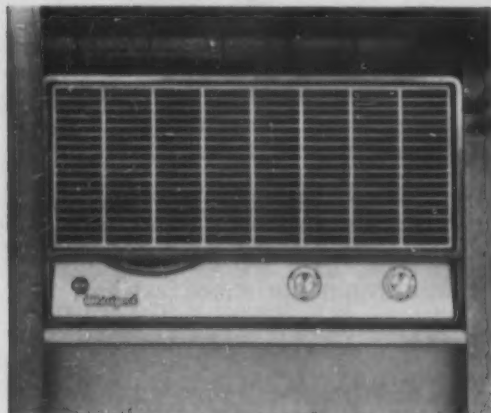
# Whirlpool

## OFFER A GREAT NEW LINE



**CUSTOM MODELS** with new Electronic Filter in  $\frac{3}{4}$ , 1 and  $1\frac{1}{2}$  H.P. capacities. Also in 2 H.P. for extra-large rooms. Features: infinite

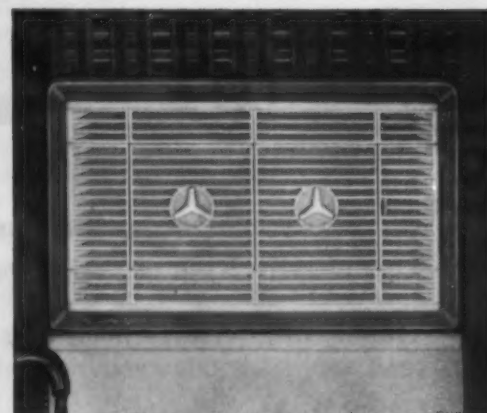
air speed control, built-in thermostat, pushbutton controls in "Climate Tuner" panel, air direction control.



**DELUXE MODELS** at popular prices, in  $\frac{3}{4}$ , 1 and  $1\frac{1}{2}$  H.P. capacities. Features: built-in thermostat, infinite air direction control, "Heart-of-Cold" compressor, separate power switch. Beautifully styled in shades of mocha and ivory.



**CASEMENT WINDOW MODELS** with advanced features, in  $\frac{1}{2}$  and  $\frac{3}{4}$  H.P. capacities. Fits a window only 23" wide. Has built-in thermostat, adjustable grille, simplified controls, "Hush-a-Bye" fans, smart modern styling by Henry Dreyfuss.



**50 CUSTOM MODEL**, for effective cooling in small rooms, in  $\frac{1}{2}$  H.P. capacity. A price leader, featuring built-in thermostat, pushbutton controls, adjustable grille, permanent filter. Has 7.5 amp circuit, plugs into 115-volt outlet.

plus-these models to complete your line }

2 H.P. WINDOW UNITS • CONSOLETTES  
2 H.P. CENTRAL UNITS • DEHUMIDIFIERS



# ROOM AIR CONDITIONERS WITH HOT WEATHER GUARANTEE!

Only RCA WHIRLPOOL  
gives you the revolutionary  
new Weather Protection Plan!

**NO MATTER WHAT THE WEATHER**, you can't be hurt—because now RCA WHIRLPOOL takes the gamble out of the air conditioning business. Your distributor, backed by RCA WHIRLPOOL, pays you if hot weather doesn't hit when you need it most.

**HERE'S HOW IT WORKS!** If temperatures are abnormally cool during your prime selling season—May and June—you get an extra promotional allowance on all units received through April 30th. Average maximum temperatures for a 10-year period have been computed by the Weather Corporation of America. Payoff is based on these figures compared with actual temperatures in your area during May and June, 1956.



**YOU CAN'T LOSE!** Now you'll have funds for extra promotional efforts if the weather turns chilly when it shouldn't. And remember—payments are made whether or not your RCA WHIRLPOOL Air Conditioners have been sold. See your distributor now for complete details.

NOW you can sell the world's **FIRST** room air conditioner  
with amazing **ELECTRONIC FILTER!**

Here's the greatest advance ever in room air conditioning. An electronic filter that's 300 per cent more efficient than ordinary filters. The disposable fiber glass filter is powered by a transformer and electronic rectifier tube. Cuts down dust, dirt, and pollens...gives real relief to hay fever sufferers.

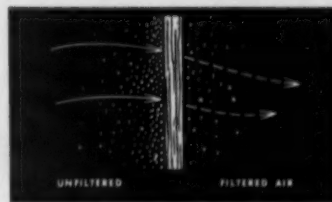
**HEATING, TOO!** Every RCA WHIRLPOOL Air Conditioner with Electronic Filter also features an electric heater. The ideal sales story to help you push air conditioning for year 'round use!



Backed by powerful national advertising  
in these leading magazines

WHIRLPOOL-SEEGER CORPORATION  
ST. JOSEPH, MICHIGAN

JOIN UP...IT'S EASIER TO SELL RCA WHIRLPOOL THAN SELL AGAINST IT!



**ORDINARY FILTERS**—Conventional mechanical filters screen out average-size particles of dust, dirt and pollens. Microscopic particles slip through along with the cool air.



**NEW ELECTRONIC FILTER**—developed first by RCA WHIRLPOOL, is the most efficient ever devised for room air conditioners. Traps particles as tiny as 1/25,000 of an inch, doesn't stop air flow.



**1. Exclusive, built-in Grid-All** with thermostatic control ends the need for separate electric skillets or griddles. Heat is automatically maintained by a thermostat throughout grilling . . . giving perfect grilling without burning.



**2. Exclusive, separate Bar-B-Kewer** meat oven gives year 'round enjoyment of delectable barbecued foods . . . even whole hams. Radiant heat provides low temperature, charcoal-like cooking recommended to obtain juiciest, tastiest meats.



**3. Exclusive, Balanced Heat oven** with silicone seal gives perfect baking without hot spots or cold corners. All 56 biscuits . . . on a single, oven-size cookie sheet . . . bake to an even, golden brown.

# only **RCA Estate**

gives you the sales advantage of

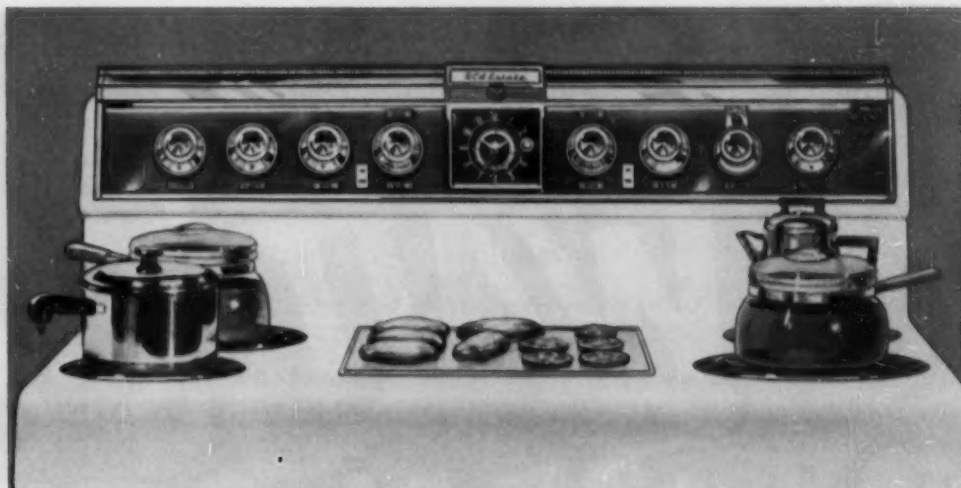
## **5 BUILT-IN EASIER WAYS TO COOK!**

See your **RCA WHIRLPOOL** Distributor . . . only RCA Estate ranges offer so much beauty, so many built-in automatic conveniences. And, there's a model to sell every range market.





**4. Smokeless "In-Oven" Broiling.**  
(5-position, drawer broiler on some gas models.) Radiant heat keeps natural meat juices in. Insert drains fats and drippings out of heat zone, eliminating smoke.



**5. 50% More Top Cooking Capacity.**  
Grid-All removes to become fifth giant unit for utensils up to 25 qt. capacity. On Electric model, exclusive Leisure-Stat automatically controls right rear unit.

Model G-132 CPA, 40" Gas Range;  
a complete line of 30", 36" and  
40" gas models are available.



Model E-196, 40" Electric Range;  
a complete line of 30", 36" and  
40" electric models are available.



**MR. DEALER: YOU**  
**CONTROL YOUR PROFIT**  
**WITH RCA WHIRLPOOL**

*Selling for you... Milton Berle and Martha Raye on Tuesday nights, NBC-TV*

**WHIRLPOOL-SEGER CORPORATION • St. Joseph, Michigan**

WASHERS • DRYERS • IRONERS • FREEZERS • RANGES • AIR CONDITIONERS • DEHUMIDIFIERS

**JOIN UP... IT'S EASIER TO SELL RCA ESTATE THAN SELL AGAINST IT!**

# WAIT 'TIL YOU SEE THEM!



*Coming in March...*

*the biggest value ever from the*

WHIRLPOOL-SEEGER CORPORATION, ST. JOSEPH, MICHIGAN ... WASHERS,



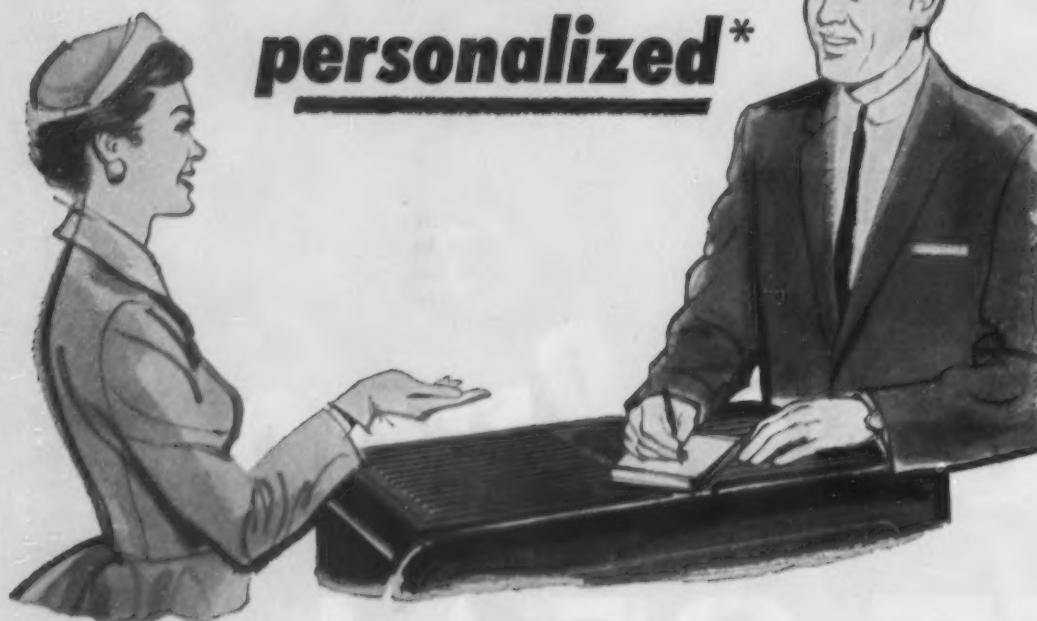


# Whirlpool TITE-SEAL FREEZERS

*company that has always given you more!*

DRYERS, IRONERS, FREEZERS, RANGES, AIR CONDITIONERS, DEHUMIDIFIERS

# "I'll take the Gas heater that's **personalized\***



**\* Only NEW 55 GASAPACK offers 3 thermostats  
... customers select the one best suited to  
personal comfort and needs**

Yes, automatic thermostat convenience certainly helps sell space heaters. Heaters equipped with 55 Gasapack control let you offer not 1... but 3 automatic accessories exactly matched to customer's personal comfort preference and

at a price he can afford to pay!

All accessories can be installed in minutes — there's no need to break the line. Dependable operation is guaranteed. What could be simpler... more profitable for you?



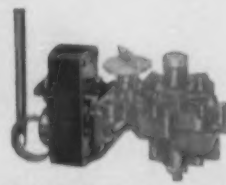
#### **ELECTRIC**

**ET Electric thermostat** — Wall thermostat operates heater from high fire to off, or from high fire to low by-pass flame. Complete kit includes: electric operator plus thermostat, plug-in transformer, wire and staples.



#### **MODULATING**

**55 MT modulating thermostat** — A liquid-charged thermo bulb modulates flame between high and low fire. Maintains constant comfort despite fluctuating outside temperatures. No wiring.



#### **MODULATING SNAP**

**55 MTS modulating snap thermostat** — Operated by a sensitive thermo bulb, the MTS modulates the fire from high to low... quietly snaps off when the low fire is no longer required. Absolutely quiet operation.



#### **5-controls-in-1 simplifies operation**

**ANOTHER COMMON-SENSE ADVANTAGE** of 55 Gasapack! You offer: (1) 100% automatic pilot, (2) Large pilot filter, (3) Pressure regulator for city gas, (4) Main shutoff, (5) Pilot shutoff. Everything that's needed for dependable operation.

"The extra comfort and convenience of 55 Gasapack certainly clinches plenty of sales — make sure your heaters are equipped with the 55 Gasapack control. Write for complete data."



## **A-P CONTROLS CORPORATION**



**DEPENDABLE controls**

for air • liquids • gases • refrigerants

2400 N. 32nd Street, MILWAUKEE 45, Wisconsin  
COOKSVILLE, Ontario  
For Export: 13 E. 40th Street, New York 16, N. Y., U.S.A.

## **Economic Currents**

*"... the outlook for the first quarter is extremely good."*

good year, for 1955 was an all-time high—about 8 million sets.

One reason why the increase in appliance sales will not be as great this year as last is the outlook for housing. New homes account for a sizable share of appliance sales. And it appears likely that the number of new homes completed in 1956 will be around 1.2 million, which is about 100,000 units less than 1955. There is some speculation, however, that the federally insured mortgages, which were tightened last year, may again be made more liberal. If so, this would give a new push to the housing boom.

### **CREDIT WILL SLOW SALES RISE**

Another reason for expecting the rise in appliance sales to taper off is that installment credit, which accounted for such a large part of consumer purchases of durable goods, may not be as easy to get as it was last year. There is still some concern over the high rate at which consumers have been willing to increase their debt.

Of course, close to half the increase in installment debt last year was for new cars. And it seems unlikely that auto sales will be as high as the record smashing year of 1955. This, in turn, would mean a drop in auto radio sales.

A record of 8 million cars were produced last year. Current thinking is centered on about 7 million production in 1956... sales about 6.5 million cars. But 1957 is the year for a completely new model. So if sales appear to be lagging, auto producers may try to entice consumers by bringing out the new models earlier than usual. During the postwar periods new models generally have been introduced in October. However, this year they may appear as early as the end of August to help along sales.

Thus the outlook for the first quarter is extremely good. And what signs there are now about the rest of 1956 look pretty good, too, even though a levelling-off is in sight in some areas and maybe a slackening in others. But the levels have been so high lately that holding firm—or even dipping a bit—will still leave most people very well off. *End*

### **THOSE G-E PRICE CUTS**

If you want to know what they mean to the small appliance industry we have reprinted in this issue nearly all of vice-president Sahloff's industry-rocking speech of announcement and have interpreted their significance in the light of an exclusive interview with Mr. Sahloff. Turn to page 88 for...

### **HUBBUB IN HOUSEWARES**



There's extra **BIG MONEY** for you in **BIG FREEZERS**

# Alert distributors making "bonus" sales by adding Wilson Freezers to their lines!

**Don't turn down orders  
for the large sizes  
— they're on the increase!**

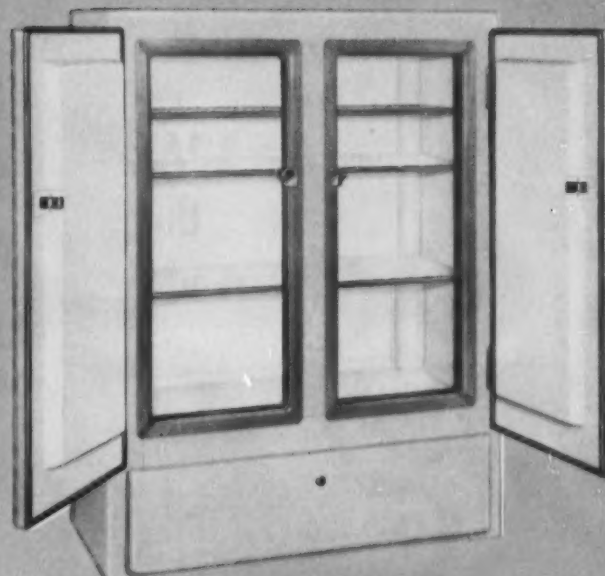
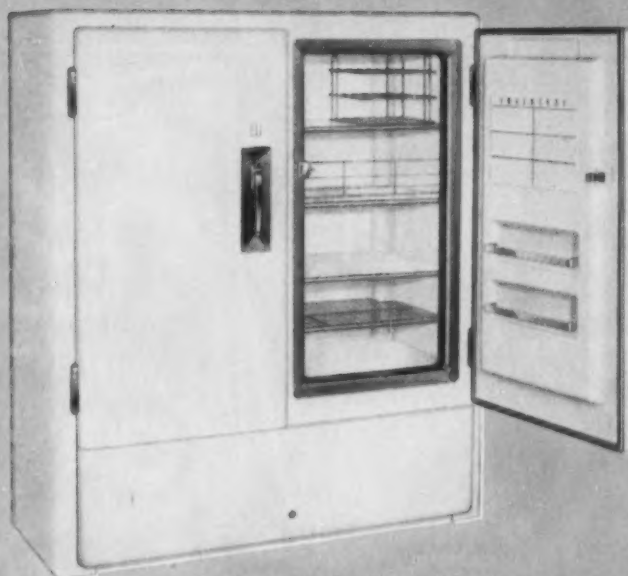
Why *lose* sales? Even if you're *married* to a limited line, you can still enjoy extra, "big-ticket" profits merely by adding Wilson Freezers in non-conflicting **BIG SIZES**! Survey after survey of freezer owners reveals: "Our next freezer will be an upright—and *bigger*!" Stay tuned to the trend: sell **BIGGER**—sell **WILSON**!

**35**  
CU. FT.

New Wilson Upright Model BF-350—full 35.38 cu. ft. capacity. Sparkling white, with gold and blue trim. Inventory Chart. Door Racks. Many features!

**25**  
CU. FT.

New Wilson Upright Model BF-250C—full 25.4 cu. ft. capacity. Smart gray finish. Your best answer to the growing demand for a **BIG** freezer at a low price!



Dealer and distributor franchises now available!

## BIG WILSON SECTIONAL FREEZERS (remote)

Built to retail at only  
**\$599<sup>95</sup>**



**30**  
CU. FT.

Model FI-301, ideal for estates, farms, etc. Can be enlarged later.



**60**  
CU. FT.

Model FI-601, holds 2000 lbs. of frozen food. Easily added to—in sections!



**90**  
CU. FT.

Model FI-901, holds 3000 lbs. frozen food, but only 29½" deep with doors and hardware removed!

Examine the many advantages in handling the *full* Wilson line. All the popular, profitable sizes—Food Plan to Farm capacities! 15 and 20 cu. ft. Chest freezers; 15, 20, 25 and 35 cu. ft. Uprights. Sectionals, too! All the best convenience features it took *two* independent freezer manufacturers *years* to develop! *Double the heritage* of any other line! Investigate *today*! A few attractive franchise opportunities now open!



# WILSON

## HOME FREEZERS

WILSON REFRIGERATION, Inc., SMYRNA, DELAWARE  
Division, Tyler Refrigeration Corporation

Wilson Refrigeration, Inc., Dept. EM-2, Smyrna, Delaware  
Rush information on opportunities in Wilson ☐ Complete Home Freezer line ☐ BIG Home Freezers only ☐ Sectional Storage Freezers.

NAME \_\_\_\_\_ ☐ DIST. ☐ DEALER

ADDRESS \_\_\_\_\_

**Again during 1955,  
more people bought  
RCA Victor than  
any other television**



**Build your profits—sell the TV more people  
buy more willingly at every price level.**

Every year since television began, more people have bought RCA Victor than any other television. Surveys prove it—but what's more important, *sales—and dealers' profits—prove it!* **And you helped us do it again in 1955!** Dealers, distributors and RCA Victor—working together—made 1955 the biggest sales year in RCA Victor television history!

**And there's still more to come!** More than ever, "Big Change" Black-and-White TV and Big Color TV by RCA Victor are the most wanted television sets in America. That means you can cash in even more in the months to come. Don't miss out on this great new opportunity. Working together, we can make 1956 an even bigger year—*your biggest year ever!*

**RCA VICTOR**  
TRADE MARK RADIO CORPORATION OF AMERICA



See Milton Berle, Martha Raye on NBC-TV alternately 2 out of every 3 Tuesdays. Don't miss NBC-TV's spectacular "Producers' Showcase" in RCA Compatible Color and Black-and-White, March 5.





**YOU ASKED FOR IT...**

and here it is on a  
**Silver Platter**

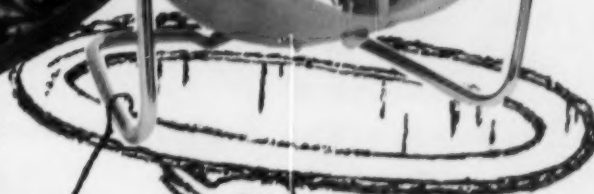
- BRAND-NEW MODELS
- COMPLETE LINE
- COMPETITIVE PRICES
- WINDOW FANS FROM \$39.95\*
- ELECTRICAL REVERSIBILITY
- 5-YEAR WRITTEN WARRANTY



**FANS**

1956

plus a G-E FAN at  
\$**9.95**\*



GENERAL  ELECTRIC

# FANS

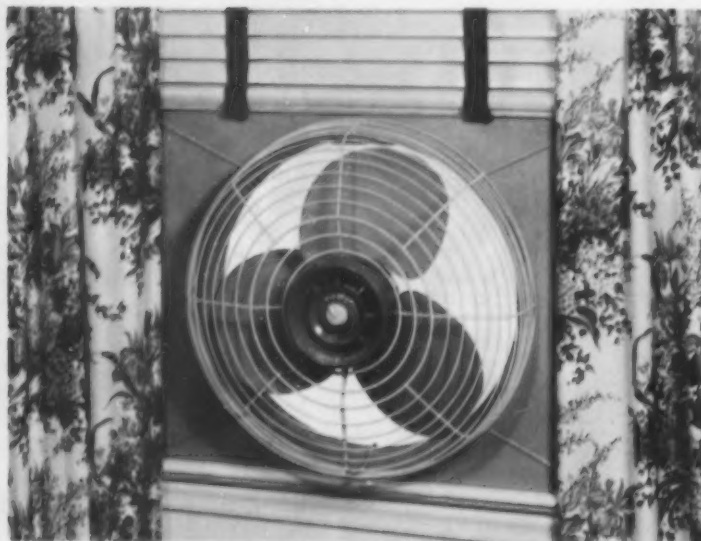
*proudly present . . .*



## Completely New Line

**FOR VOLUME**

WINDOW FANS are the BIG DOLLAR ATTRACTION!



**New 20" Exhaust Fan—W-2**

- 3 speeds
- Convenient controls
- Adjustable
- Weatherproof

LOW LOW PRICE

**\$39<sup>95\*</sup>**

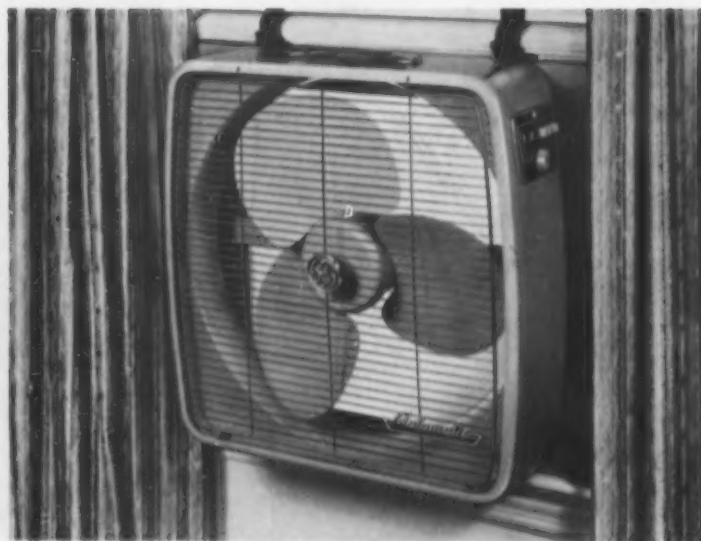


**New 20" Window Fan  
Electrically Reversible—W-3**

- 3 speeds
- Powerful
- Weatherproof

BARGAIN PRICE

**\$49<sup>95\*</sup>**

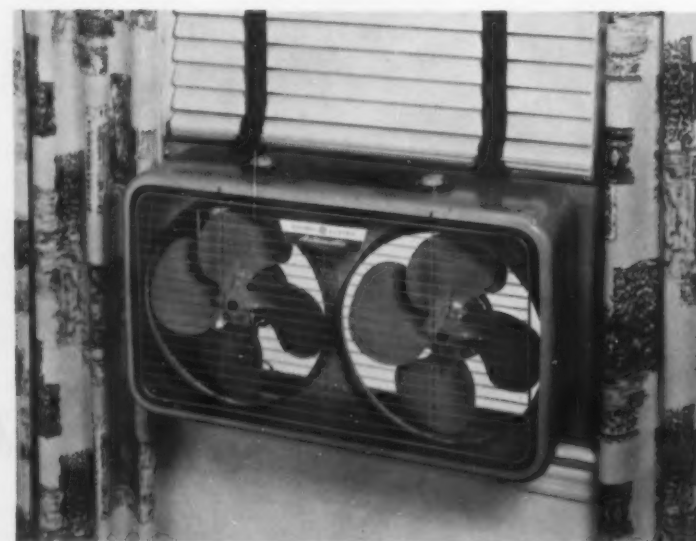


**New Deluxe Automatic Window Fan—W-4**

- Electrically reversible
- 3 speeds
- Portable
- Automatic thermostat control
- Pushbutton panel

ONLY

**\$69<sup>95\*</sup>**



**New Twin Window Fan—T-3**

- Automatic thermostat control
- Reversible
- Portable
- Fits sash or casement windows

NEW LOW PRICE

**\$59<sup>95\*</sup>**



# -Greatly Reduced Prices!

## SALES AT FULL PROFIT!

With 5 year  
written warranty

for HOME and OFFICE

AND NOW A G-E FAN...

at the amazing

**LOW PRICE**

**\$9<sup>95</sup>\***



M-1

- Aerodynamic design
- Quiet
- Sturdy
- Tilts to any angle
- Safe

Famous G-E Oscillating Fans...

10"  
S-107



**\$17<sup>95</sup>\***

12"  
S-125



**\$29<sup>95</sup>\***

16"  
V-163



**\$54<sup>95</sup>\***

- For wall or table
- Quiet—Rubbermounted
- Motor and oscillator—completely enclosed
- Motor oiled for years of service

A GREAT NEW MODEL  
G-E ROLL-AROUND FAN



**\$59<sup>95</sup>\***

P-1

- POWERFUL 20" FAN
- ADJUSTABLE
- VERSATILE
- TILTS UP OR DOWN
- THREE SPEEDS
- SAFETY DESIGN

The Best in Specialty Fans at New Low Prices



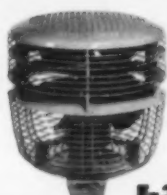
A-1

Versatile All-Purpose Fan

- Completely safe
- Broad airstream
- Modern Design
- 2 speeds
- A floor, desk or wall fan

**\$29<sup>95</sup>\***

NEW LOW PRICE



F-3

Hassock Fan

- Cools entire room
- Attractive piece of furniture
- 3 speeds
- Safety design
- Rugged construction

**\$59<sup>95</sup>\***

NEW LOW PRICE



W-21

Year Around Kitchen Ventilator

- See-thru panels
- No installation costs
- Fan snaps out
- 500 CFM ventilating
- Weatherproof

**\$29<sup>95</sup>\***

NEW LOW PRICE

**POWERFUL "WEATHERIZED" ADVERTISING**

Local newspapers when it's hot! That's "Target Torrid," G-E Fans' weather-forecasted way of releasing ads in your town when "the heat's on." The results? They come in clutching the ad demanding the G-E Fan you asked us to advertise.

National Television week after week! G-E Fans sponsor "Warner Bros. Presents," one of the most popular summertime shows running. The story of "low-cost room cooling" will be demonstrated in 4,500,000 living

rooms from June 5th, to July 24th.

Outdoor (mammoth posters) near your store! Enormous 24-sheet posters selling the new G-E 20" Window Fan to all who pass by. This is the first time any G-E Small Appliance has capitalized on this greatest-of-all impact media!

\*Manufacturer's recommended retail or Fair Trade price. Automatic Blanket and Fan Department, Housewares and Radio Receiver Division, General Electric Company, Bridgeport 2, Connecticut.

**5-YEAR WRITTEN  
WARRANTY**

is your assurance of repair or replacement of any part which proves defective in material or workmanship.

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**

# You asked for them too!

## Displays that help you sell...

**Free**

These displays  
come packed  
with the fans  
you order!



A. Eskimo background displays with air circulators

B. 3-D displays and pedestals with all-purpose fans

C. Display cards and 6' banner with \$39.95\* window fan

## 4 ACTION DISPLAYS

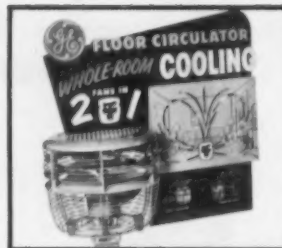
In your window—or on the floor—displays that make customers **STOP — LOOK — and LISTEN** to fan sales talks.



Animated thermometer display shows automatic feature—turns fan on and off as "temperature" rises and drops.



Smiling eskimo display. Action of the all-purpose fan's bigger, broader airstream makes him grin.



Animated breeze display. Here's a demonstration that shows how the G-E Air Circulator cools a whole room.



Happy home display. Simple, hard-hitting message tells story of low-cost home cooling by dramatizing value of G-E Window Fan.



• **Permanent floor displays.** A complete fan department. Show every fan in G.E.'s fast moving '56 line—and in only a few square feet of floor space. These sturdy displays can be used in any combination, any position on your floor—or even in your window.

**ORDER EARLY!**



**FANS**



Retailers! **PLUG IN NOW** to 1956's  
hottest source of  
**SALESPOWER**  
(more than 4,250,000 families strong!)

**Better Homes  
& Gardens**

**1956 HOME  
IMPROVEMENT  
CONTEST**



**EARLY TIE-IN  
ADVERTISERS**

The Aluminum Cooking Utensil Co., Inc.  
American Standard  
Anderson Corporation  
The Anolyte Company  
The Black & Decker Co.  
E. L. Bruce Company  
Cabin Crafts, Incorporated  
The Celco Corporation  
Conglomerate-Hahn, Inc.  
Gibson & Sexton Company  
Cresley and Bendix  
Delta Power Tool  
Edwards & Company, Inc.  
Exco Products Company  
Eljer  
The Formica Company  
Frigidaire  
General Electric Company  
Georgia-Pacific Plywood Co.  
The Hobart Manufacturing Co.  
Hunter-Douglas Corporation  
Lenox Industries, Inc.  
National Chemical Company  
Newcastle Products, Inc.  
John Oster Manufacturing Co.  
The Reardon Company  
Reynolds Metals Company  
Richmond Radiator Company  
The Tappan Store Company  
Thermador Electrical Co.  
Universal-Rundle Corporation  
U. S. Plywood Corporation  
(and many more!)

**\$25,000  
in cash prizes  
for homeowners!**

Through January 5, 1956, more than 2,000 dealers had written, wired or phoned us for promotional kits tying in with this great BH&G event—the biggest single source of sales excitement in the building and allied trades.

You can benefit from "plugging in" to this

vital source of salespower. BH&G offers you help in two specific ways: (1) By generating tremendous interest and enthusiasm for home-improvement among its more than 4,250,000 families; (2) By enabling you to set up your store as official Contest Headquarters with FREE BH&G promotion materials including entry forms. Many leading advertisers have already plugged in, too—see list on this page. Get your bid in early for this new business. Order your BH&G tie-in kit today, so your store can become Contest Headquarters right away!



**HURRY! SEND COUPON TODAY!**

**BH&G 1956 HOME IMPROVEMENT CONTEST, Dept. EM-1**  
1716 Locust Street, Des Moines 3, Iowa

Please rush me your free Contest Brochure and dealer's kit, so I can make my store Headquarters for your 1956 Home Improvement Contest.

Name

Store Name

Store Address

City  Zone  State

(ADVERTISERS: Write on your letterhead for Contest details, or tie-in assistance, to the above address.)

## Business Investment Holds Key To Both Growth and Stability

**W**hat federal tax policy will best promote both growth and stability in the American economy? The Joint Economic Committee of Congress has been asking this crucially important question in public hearings. This editorial suggests one vital part of the answer.

The proposition advanced here is that—

Tax policy must encourage a continuing high level of business investment in new plant and equipment, because such investment makes a special contribution to *both* economic growth and economic stability.

### Growth Needed for Security

We must have both growth and stability.

A vigorous economic growth is essential to our national security. As Congressman Wilbur D. Mills said in launching the Joint Committee's hearings, "The present complexion of world affairs places a premium upon strength and growth in our national economy." Growth is likewise a major ingredient of a healthy domestic economy. Growing enterprises and growing communities offer far more opportunities for satisfying careers than those which are not growing.

A reasonably stable economy, without violent

ups and downs, is also essential to our national welfare. Extravagant booms and their more or less inevitable result, severe depressions, waste labor and resources and cause great human misery. Both major political parties have accepted the obligation imposed by the Employment Act of 1946, that the federal government work to maintain high and stable employment.

There is general agreement that **the key to economic growth is investment in new plant and equipment.** Growth depends decisively on new facilities to increase production, and also to produce new and better products in new and better ways. At the same time, new plant investment provides employment for the important, and well-paid, one-fourth of our industrial workers who manufacture and build new production facilities. So if the process of business investment is kept on an even keel, the result is not only growth but also stability in a substantial sector of our economy.

**But authorities disagree on the possibility of maintaining a high level of business investment for any great length of time.** Some fear that it will lead to an excess of producing capacity and the glutting of markets, with recession or depression not far behind.



The history of our country offers some basis for the fear that it is dangerous to maintain a very high level of business investment. There have been times when the economy has suffered under the weight of excess producing capacity. **This fear, however, has been made obsolete by the recent course of our economic history which, in its earlier phases, nourished the fear.**

### **The World Has Changed**

Here are some of the major considerations, cited at the Joint Committee hearings, which support the conclusion that we not only *can* have a high level of business investment and economic stability but that we actually *need* a high level of such investment to assure stability.

(1) Over the next 20 years our population is expected to increase by about one-third. But most of the population increase will come in age groups younger or older than normal working ages, and people will probably work fewer hours per week. Thus hours worked are not expected to increase more than 15%. Consequently, we must have a relatively large increase in the amount of production equipment per worker if our standard of living is not to suffer. This means a high level of new investment.

(2) About half of our present business investment goes to replace worn-out equipment, rather than to expand capacity as was true during the early stages of our industrial development.

(3) Thanks largely to the impact of organized research—for which we as a nation now spend about \$4 billion a year—a large share of capital investment now goes to provide new products and new processes, rather than to expand existing capacity.

These developments make it unlikely that we shall develop the burden of excess capacity that plagued the economy in earlier periods. **Moreover, most capital investment plans are**

**now made on a long-range basis. Companies are building facilities to anticipate their needs for several years ahead.** This increase in long-range planning has reduced the disturbing effects of temporary shortages and excesses in producing capacity.

The record of recent years speaks for itself. Business spending for new plant and equipment in 1955 was over \$29 billion. This continued the high level of investment that has been maintained for the past ten years—a decade remarkable for both impressive growth and gratifying stability. A McGraw-Hill survey of preliminary plans for 1956 indicates another year of increasing investment, and expanding business activity.

**Tax policy, to be successful, must consider this impressive contribution of business investment to both growth and stability.**

Of course, the level of investment depends on many factors other than federal tax policy. The degree of business confidence is important. So is the strength of consumer markets. So is the attitude of organized labor toward the use of more efficient machinery. But tax policy is a crucially important factor. And it is becoming more so with new developments in our changing economy. These developments indicate that tax policy **must be geared to foster a high level of business investment, if the dual objectives of economic growth and economic stability are surely to be attained.**

*This message is one of a series prepared by the McGraw-Hill Department of Economics to help increase public knowledge and understanding of important nationwide developments that are of particular concern to the business and professional community served by our industrial and technical publications.*

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*Donald C. McGraw*

PRESIDENT

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## "Dealers capture a larger percentage of the market"

says **ROBERT P. MCDAVID, III**, President of R. P. McDavid & Co.,  
distributor, Birmingham, Alabama.

"For 12 years we have been recommending COMMERCIAL CREDIT PLAN to our dealers for their wholesale and retail financing. Our operations cover Alabama and parts of Florida and Mississippi, and COMMERCIAL CREDIT has offices and personnel throughout our territory. This close contact with just one financing source permits close control of accounts and has other operating advantages. We believe COMMERCIAL CREDIT's liberal floor plan has helped us and our dealers capture an even larger share of the market."

### *Commercial Credit dealers are successful dealers*

Write or call our nearest office for complete information  
on the benefits of COMMERCIAL CREDIT PLAN. Why not do  
it today?



#### **COMMERCIAL CREDIT CORPORATION**

A service offered through subsidiaries of Commercial  
Credit Company, Baltimore . . . Capital and Surplus  
over \$180,000,000 . . . offices in principal cities of the  
United States and Canada.





# 1956... Air Conditioning's Biggest Year?

The biggest so far, all the experts agree. But, they add, it's just the beginning. For appliance dealers there's promise of another good year on room units and a chance of getting into the booming central system field

By TED WEBER

**T**HE air conditioning boom kept booming last year.

And there's every indication that it will continue rolling up new records in 1956.

The appliance dealer can find plenty of food for thought in what happened last year and what's likely to happen in the year ahead.

Undoubtedly he'll be most impressed by the recovery staged by the room air conditioner last year. He's likely to be impressed also by signs that the excesses which characterized the 1954 disaster are not present as the industry embarks on what it expects will be a record-breaking 1956.

#### Another Field Opening?

There is mounting evidence, too, that a significant number of appliance

dealers were impressed last year by market developments in still another air-conditioning field—central residential units.

Proof of this can be seen from the results of a survey just completed among members of ELECTRICAL MERCHANDISING's dealer panel. Slightly over 16 percent of the dealers said they were currently selling year-round units and an additional 15 percent of those who were not yet selling them said they plan to do so. The panel split evenly on whether there was a trend toward dealers selling air conditioning units of this type, 40 percent answering yes and 40 percent saying no. A median of 5 such sales during 1955 was reported by the 16 percent of the group already in the business.

During the past year it has become apparent that there is a two-way interest in the appliance dealer's role in this field. Several manufacturers are currently studying the possibility of using appliance dealers to merchandise their year round units and there are already scattered reports of successful test operations of this nature.

It is premature, of course, to try to predict whether this interest will ultimately mean that the specialty dealer will play a more important role in this field. Certain basic questions must first be answered. They include: (1) can the dealer handle such business; (2) does he want to; and (3) does the manufacturer want him to.

A considerable amount of study will undoubtedly go into answering these questions during the coming

year. Once this has been completed the dealer's place in this segment of the air conditioning industry will be much clearer.

#### Outlook for Room Units

In the meantime, the specialty dealer can look forward to steadily increasing volume in the branch of the industry which he already dominates—the marketing of room air conditioners. The recovery staged last year in this field leaves no doubt of the industry's inherent vitality. Assuming decent sales weather, statisticians look forward to steadily increasing volume in the years ahead. The consensus is that 1.5 million (or more) units will be sold in 1956. Predictions for ensuing years are similarly encouraging.

This is, of course, basically a reflection

**MORE** ➔

# The Changing Picture in Residential

Here's why the appliance trade is currently looking at the central residential cooling market with increased interest. The figures below (based on estimates by Carrier Corp.) show the growing importance of such units.



**1952**

Three years ago room air conditioners dominated the residential air conditioning market. Their dollar volume was better than six times that for central units.

While it's true that room air conditioner volume will continue to grow for years to come, the growth in the allied central residential field will be even more dramatic. Here's how the picture has developed.



**1955**

By last year there had been sharp increases in dollar volume in both fields but room unit volume was only a little better than twice that for central systems.

tion of the growth ahead of the entire air conditioning industry. So rapid has been the industry's growth that even the conventional definition of the industry seems inadequate for what is ahead. For years the popular conception of air conditioning has centered around cooling. It was regarded by many as an industry distinct from the allied air treatment field of heating. Actually, the air conditioning industry now seems ready to burst the limits heretofore assigned to it; there is every indication that we are at this very moment witnessing something in the nature of an amalgamation of the heating and air conditioning industries. Carrier president Cloud Wampler describes what is happening in this fashion: "The heating industry has been technically allied to the air conditioning industry for more than 50 years. . . . Today it is being welded tightly into the air conditioning business. . . . Heating is becoming simply a phase of all-season air conditioning. I can lend a good deal more force to that statement by pointing out that air conditioning by definition includes heating as well as cooling. It means complete control of temperature."

Evidence is not hard to find that the two industries are moving closer to a common business. Many air conditioner firms have absorbed heating firms or have added heating lines to complement their cooling units. There is a parallel development in the heating industry. Firm after firm has added air conditioning equipment. That's why the blending of the two industries is probably more basically an amalgamation rather than a taking over of the one by the other.

Be that as it may, the very process is indicative of air conditioning's growing stature. And there appear to be

few real limiting factors in the road just ahead. Even if the future were limited to today's products it would look encouraging. And the fact is that the industry has broad avenues of new product development ahead of it.

Among the most obvious: the heat pump and the gas air conditioner. Both products are just now emerging from the developmental into the commercial state. Yet public interest in them even now promises heavy business in the future.

What does this expanding business hold for the appliance dealer?

## The Dealer's Role

Obviously his greatest stake is in the room air conditioner business. Here, despite some sobering experiences in the last five years, the industry can look forward to a future which shapes up something like this:

A steady growth in industry volume is seen for at least the next 10 years. Carrier's Wampler thinks that sales will hit two million units a year by 1960 and 2.7 million in 1965. His guess for 1956 retail sales: 1,450,000 units (which represents a 7 percent increase over 1955 retail sales of 1,350,000).

An even more optimistic projection is made by J. Cal Courtney, industrial consultant for the Texas Power and Light Co. He thinks that sales will pass the two million mark in 1959 and reach 2½ million in 1960. Courtney, whose guesses for 1953, 1954, and 1955 have been remarkably accurate, thinks sales in 1956 will reach 1.5 million units.

A forecast in somewhat different terms is offered by General Electric's Paul Augenstein. He says that \$550 million worth of room air conditioners

will be sold in 1959, \$700 million in 1962 and \$1 billion in 1964. This compares with \$400 million this year. The 1964 dollar volume figure represents sales of about 3.7 million units. Saturation, which stands now at 5.6 percent, will have risen to 25 percent by the end of 1964, Augenstein says.

A still different forecast is offered by Hotpoint. The company predicts that factory shipments (which totaled 1,290,000 units in 1955) will reach the two million mark by 1960 and will have jumped to over 3.4 million in 1965. Hotpoint statisticians feel that by that date the replacement market will account for 100,000 units per year (or 2.9 percent of shipments.)

Implicit in most of these predictions is the feeling that the industry's growth over the next few years will not be quite as spectacular as that experienced from 1953 through 1955. In 1953 retail sales passed 750,000 units. By 1955 they had soared past the 1.3 million mark, an increase of better than half a million units. The gain from 1953 to 1954 was over 30 percent and from 1954 to 1955 it was near 35 percent. If such increases could be maintained in the years ahead the industry would shoot past the two million mark by 1957.

Such gains are, however, usually confined to an industry's earlier years. The fact that a more modest (but nevertheless consistent) gain is being forecast for the years ahead is one additional piece of evidence proving that the industry is maturing.

## Still a Volatile Business

Such maturity, however, is not likely to make room air conditioners any less volatile a business. There's no getting around the fact that a business dependent on weather is inher-

ently a business subject to violent fluctuation. Last summer's survey by Du Pont provides statistical evidence of a fact which the industry has known for a long time: it takes hot weather to make sales get up and go. The interim report by Du Pont puts it this way: "A long and sustained heat spell was the leading factor influencing the final decision to buy an air conditioning unit."

Owners of air conditioners were asked "Why did you buy at the time you did" by the Du Pont researchers. Their answers went like this:

- 67% Factors related to heat
  - 33%—It was the hottest part of the summer
  - 22%—It was a long hot spell
  - 12%—Our house gets very hot
- 23% Health conditions
- 13% Could not sleep
- 8% Humidity makes it too uncomfortable

Forty-six percent of the units had been purchased in May and June and 43 percent in July and August. Thus the four summer months accounted for 89 percent of the year's business. (This is a somewhat higher figure than might have been expected in view of ELECTRICAL MERCHANDISING's annual compilation of seasonal selling trends. These figures are based on reports of retail sales in the areas covered by a number of utilities. In 1954 these utilities reported that 66.5 percent of sales were made in the May through August period. In 1953 the figure was 71.1 percent, in 1952, 86.8 percent and in 1951, 75.1 percent.)

Any retailer can translate these seasonal statistics into personal experience. A New York dealer can sum it up just this simply: it was cool in 1954 and sales slumped; it was warm in 1955 and they shot up. This de-

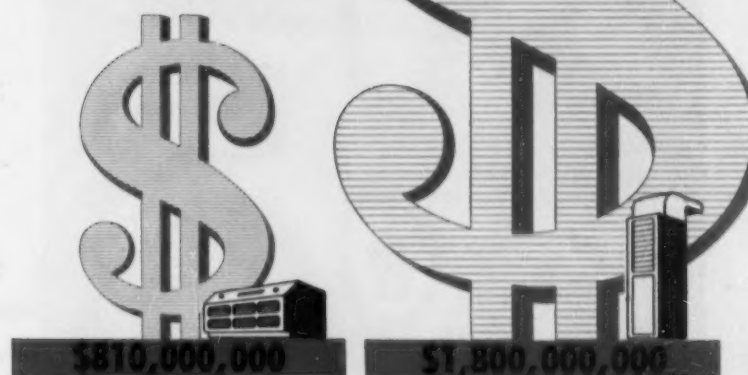


# Air Conditioning



**1960**

Within the next five years the scales will have tipped in favor of central units with dollar volume running ahead of room units by a ratio of about 1.4 to 1.



**1965**

Looking even further ahead, by 1965 the 1955 picture will have been completely reversed and central systems will be ahead (on a dollar volume basis) by better than 2 to 1.

pendence on weather holds even in climates where hot weather is expected year in and year out. In the Southwest, for example, the 1955 room air conditioner market was disappointing because it didn't get as hot as expected; sales, while good by many standards, did not come up to forecasts based on 1954's record (when this area did have an exceptionally hot summer.)

## Other Problems Follow

Taken by itself such dependence on weather is handicap enough. But the seasonal nature of the business has spawned a whole set of additional handicaps under which the industry must labor. Among these are cyclical over and under-production, price cutting, and lack of sustained merchandising effort at both the distributor and retail level.

An indication of the retail price picture can be obtained from the following table from the Du Pont report. The costs do not include installation:

7%	paid up to \$150 for their unit
13%	paid \$151 to \$200
16%	paid \$201 to \$250
19%	paid \$251 to \$300
17%	paid \$301 to \$375
7%	paid \$376 and over
17%	did not remember
4%	received as gifts

On the basis of the interim report it is hard to determine how much price cutting is represented by these figures. It is of interest, however, to note that 53 percent of the units were  $\frac{3}{4}$  ton, 27 percent were one ton, and 15 percent were half-ton.

The importance of price is obvious from replies to "Why did you buy the brand selected?" Thirty-eight percent listed price as a reason, 35 percent

knew the brand by reputation, 16 percent acted on recommendations of friends who owned the brand, 12 percent like the design of the unit, 10 percent followed a salesman's suggestion and eight percent saw it advertised.

(The Hotpoint survey places considerably less importance on hot weather as a reason for purchasing. Only 12.7 percent of owners attributed their purchase to hot weather. Thirty-two percent said they had been led to buy because they had seen a unit in a friend's home. Advertising accounted for 25 percent of sales and dealer displays for 12.5 percent. Dealer calls, however, were responsible for only 9.6 percent of sales. Exposure at work accounted for 4.8 percent. In the Du Pont survey, incidentally, 42 percent of owners of room air conditioners worked in an air conditioned building while only 26 percent of non-owners worked in such quarters.)

The relatively low percentage of people influenced by a salesman gives a rough indication of how much improvement is needed on the marketing level. A still more pointed indication is the fact that 92 percent of non-owning households said they had never been exposed to a direct effort to sell them a room air conditioning unit.

## Weather Complicates the Problem

Given the promise of consistently hot summers the industry could probably live with the seasonal nature of the business and the other merchandising problems which are so apparent. Unfortunately, weather isn't consistent. The industry's classic example of just how bad things can get when mild weather complicates its problems occurred in 1954. By the end of the season the industry had a carry-over

inventory of some 800,000 units to contend with. Most people overlooked the fact that even with mild weather retail sales had hit a new high; their attention could not be diverted from the bulging inventories.

Drastic action in early 1955 reduced the inventory to manageable proportions and hot weather during the summer helped the industry just about wipe out the 1954 carry-over. The pre-season adjustments (delayed introduction of new lines, drastically lower prices on carry-over merchandise, and the departure of some firms from the market) were painful but effective. Fortunately, the good business during the summer of 1955 took some of the pain out of these early season adjustments.

## A Saner Future?

There is no guarantee that the industry will not some time in the future suffer a repeat of the 1954 debacle. Weather will remain a fickle factor on which to base production. Yet there is some indication that the industry has learned something of a lesson. It's true that 1955's good business left everyone optimistic but there's a note of caution in the optimism. This note was missing in 1953 when the industry embarked on its all out production for 1954. In 1953 the industry had sold at retail somewhere between 700,000 and 800,000 units. There were predictions that sales would double in the following year. It was on predictions like this that many production schedules were based. What happened was that sales increased only 33 percent over 1953.

Such excessive optimism is not evident today, even on the heels of the good year enjoyed in 1955. Few fore-

casts call for more than a 20 percent gain in the year ahead.

## A Basis for Optimism

Can the industry achieve such a goal?

All indications are that it can. The basic thing to remember is that room air conditioners are still a growth product. Saturation is only 5.6 percent. And consumer surveys give every indication that many of the 94.4 percent of homes not now having room air conditioners can be sold.

The newest of these surveys and in many ways the best is the Du Pont study already referred to. It was undertaken as an industry service by Du Pont's "Kinetic" chemicals division and is based on interviews with over 13,000 households. Among the findings which are included in this survey and which indicate continuing business ahead are:

- One out of five present owners said they plan to buy additional units (and all but two percent will buy it as an additional unit rather than as a replacement).

- Present owners are well satisfied. Only 16 percent were partially dissatisfied. Most frequent complaints were (1) cools only one room; (2) does not cool as anticipated; and (3) makes too much noise.

- Only 64 percent of non-owners under 35 considered their present cooling methods sufficient. Strangely enough, older people were more satisfied with their present cooling methods. Only 62 percent of non-owners over 35 felt that air conditioning had advantages over other mechanical cooling methods. In the 35 and under group of non-owners 81 percent felt that air conditioning had advantages. Seventy-one percent of the younger

**MORE** ➔

### HOW TO GET COMMERCIAL SALES

The appliance dealer need not confine his air conditioning sales to domestic installations. Manufacturers have long believed that dealers (even though they handle only room units) could easily make many commercial and small industrial sales. Here's how Hotpoint recommends a dealer build a sales story on installation of several room units rather than a single central system:

#### 1. LESS INITIAL COST

No floor space in the building has to be devoted to individual units as they are installed in windows or through the wall. Cost of individual units for total tonnage required at today's prices is less than a central system of equal tonnage.

#### 2. LESS INSTALLATION COST

No duct work has to be done. No alterations to the building. Takes two men no more than 30 minutes to install single units.

#### 3. LOWER OPERATIONAL COST

Some people want the unit on, some off, some only odd hours, some on Saturdays. All point to a varied use of single units as opposed either on or off with a central unit; no individual control.

#### 4. BETTER ZONE CONTROL

No two people are content with the same degree of temperature in a room. Individual units can be regulated to suit the individual.

#### 5. NO ENGINEER IS NEEDED

Central systems require engineers to be used to service and insure unit is running. Individual units do not require such an engineer.

#### 6. MECHANICAL FAILURE

Mechanical failure of individual units affects only a small portion of people whereas failure of a central system affects the whole building.

#### 7. FASTER SERVICE

Replacement parts for mechanical failure of individual units are immediately available within the local area, whereas parts for a central system often must be ordered directly from the factory, which results in many days delay plus expensive costs and a great deal of discomfort.

#### 8. PORTABILITY

If the building is remodeled, added to, sold, or altered, single units offer the flexibility needed to move them or sell them depending upon management.

group said they missed air conditioning at times. Only 48 percent of the 56 and older group agreed. This indicates that the older age market needs the most air conditioning education. The finding is particularly surprising in view of the greater health implications which an air conditioner would be expected to have among the older age groups.

#### Picture of the Market

Further evidence of this age factor can be seen from the ownership figures in the Du Pont survey. In the age group under 35, room units are found

in 4.1 percent of the households. In the 36 to 55 age group the ownership rises to 5.2 percent but in the 56 and over category it drops to 2.9 percent.

Other ownership data reported in the Du Pont survey includes:

• **Geographic Data.** Ownership is highest in the South with 7.5 percent of households owning room units. The East was second with 3.5 percent followed by the Central region with 3.3 percent and the West with 1.4 percent. Half the owners were located in the South, 25 percent in the East, 21 percent in the Central region and 4 percent in the West.

(Manufacturers report that their unit sales in 1955 broke down as follows on a geographic basis:

New England	2 percent
Middle Atlantic	19 percent
E. North Central	19 percent
W. North Central	15 percent
South Atlantic	15 percent
E. South Central	10 percent
W. South Central	17 percent
Mountain	1 percent
Pacific	2 percent

(Utilities responding to the annual survey conducted by ELECTRICAL MERCHANDISING for its January statistical and market planning issue rate the regions this way:

Area	Unit sales per 1000 customers
New England	13
Middle Atlantic	39
E. North Central	20
W. North Central	40
South Atlantic	36
E. South Central	48
W. South Central	73
Mountain	9
Pacific	6

• **Income Influence.** According to the Du Pont survey the greatest percentage of owners (58 percent) was in the \$3000 to \$6999 bracket. Thirty-five percent were in the \$7000-and-over category and seven percent were in the under-\$3000 group. Over 10 percent of the households with an income in excess of \$7000 own air conditioners; 4.1 percent of households in the \$3000 to \$6999 bracket owned units; only 1.2 percent of those in the bracket under \$3000 owned air conditioners.

Hotpoint found that 15.6 percent of units were installed in homes valued at over \$25,000 but that three times as many units (47.9 percent) were in homes valued at from \$6000 to \$10,000 and 9.4 percent in smaller homes.

• **Home Ownership.** According to Du Pont, 76 percent of owners of room units also owned their own homes. Only 55 percent of non-owners owned their own homes.

The Du Pont survey provides another important corollary finding on this subject. The researchers conclude that air conditioned homes are "appliance homes" because:

22 percent of air conditioner owners also own a home freezer, but only 10 percent of non-owners own a freezer.

19 percent of air conditioner owners also owned a dryer but only seven percent of non-owners had a dryer.

59 percent of air conditioner owners also owned an automatic washer but only 32 percent of non-owners had an automatic washer.

91 percent of air conditioner owners also owned a TV set while only 76 percent of non-owners had a set.

• **Where Installed.** According to the Du Pont study 35 percent of units are installed in the living room and 48 percent in bedrooms. But among those planning to buy additional units,

40 percent would be installed in the living room and 35 percent in the bedroom. Fifty-four percent of non-owners who were planning to buy a unit said they would install it in the living room; 32 percent had decided on the bedroom.

The Hotpoint warranty cards indicate that 44 percent of units were installed in bedrooms, 35.9 percent in living rooms, 11.5 percent in dining rooms and 4.4 percent in kitchens.

Ninety-five percent of present units are installed in windows, according to the Du Pont survey and only three percent are mounted in the wall. But among owners planning to buy new units 11 percent wanted a wall mount and only 63 percent specified window mounting. Six percent said they wanted either a console or portable. (An appreciable number had no specific plans.)

• **Where Do They Buy.** Forty-one percent of units had been purchased in electric appliance stores, according to the Du Pont study. Other outlets included: distributors—15 percent; department stores—14 percent; discount houses—five percent; and hardware stores—four percent. Surprisingly enough, only 27 percent of buyers shopped outlets other than the one where the unit was purchased.

Hotpoint reports that dealers accounted for 63.6 percent of sales. Furniture stores did 8.9 percent and utilities 8.3 percent. Plumbing and heating stores did 4.5 percent and general stores 3.1 percent.

Another large manufacturer says that appliance-radio-TV dealers account for 75 percent of sales.

• **Non-Residential Sales.** There is general agreement among manufacturers that the majority of units are sold for residential use. But there is some difference as to exact percentages involved. Mitchell and Philco say 60 percent are sold for residential use. Chrysler AirTemp estimates 56 percent. Hotpoint says that over 82 percent go to homes or apartments (69.6 percent in homes, 12.7 percent in apartments). A year ago many guesses centered around the 70 percent figure but this has been revised downward by some statisticians, particularly since the Du Pont survey indicates that previous residential ownership estimates had been too high.

• **How Big a Unit.** Howard J. Scaife, marketing manager for Hotpoint's refrigeration department says that there is a decided trend toward larger units. He cites the following figures to support this contention:

Model	Percent of Industry Sales	
	1954	1956
½ hp. or under	20.6	7.9
¾ hp.	51.7	40.7
1 hp.	25.6	40.7
1½ hp.	2.1	10.7

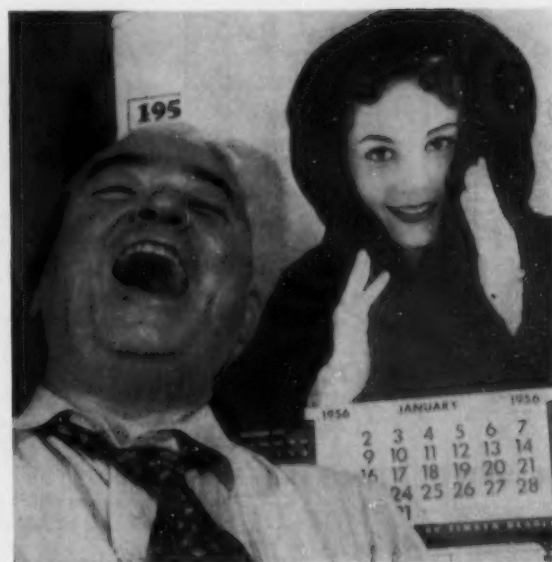
• **Who Thought of Buying.** It was the male head of the house who thought of buying a unit in 58 percent of the households interviewed by Du Pont. The lady of the house was responsible

(Continued on page 113)

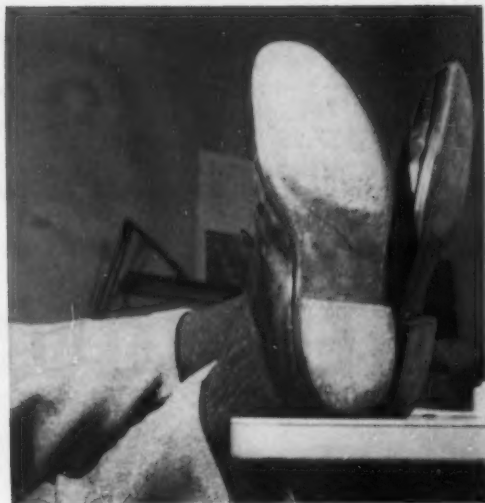


# Getting Ready to Sell Air Conditioners?

**Hey, listen to the man!  
He wants to talk about air conditioners—  
in this weather!**



**We usually  
run a few  
ads in June  
sometime.**



**Warehouse 'em?  
Look, Mac, when  
you want 'em  
pick up a 'phone.  
They'll be there.**



**Outside selling  
—not us.  
Let the specialists  
do it.**

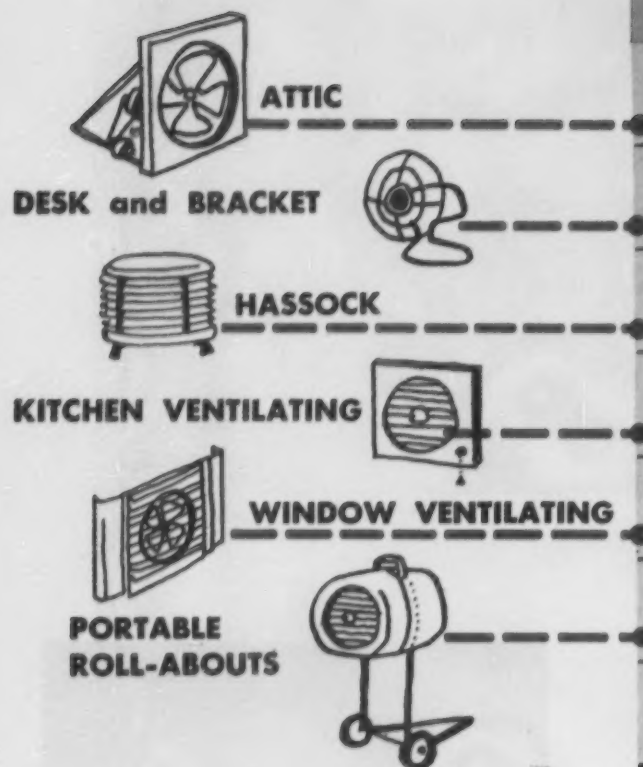
**Buy now?  
Not me.  
I'll wait  
for the  
specials.**



**If it gets  
hot, we'll make  
a killing.  
But if it  
stays cool—  
BROTHER!**



## HOW MAKERS' 1954 FAN SALES . . .



	Units	% of Total	Average Price	Retail Value	% of Total
ATTIC	125,000	1.9	\$131.00	\$16,375,000	6.5
DESK and BRACKET	3,825,000	56.8	24.65	94,286,000	37.6
HASSECK	360,000	5.3	47.50	17,100,000	6.8
KITCHEN VENTILATING	825,000	12.2	37.50	30,937,500	12.3
WINDOW VENTILATING	1,425,000	21.2	55.89	79,643,000	31.7
PORTABLE ROLL-ABOUTS	175,000	2.6	73.00	12,775,000	5.1
	6,735,000	100%	\$37.28	\$251,116,500	100%

# Weather Hurts

Hot weather comes too late for manufacturers to beat overall 1954 sales record, but retailers have a big year as public demand for window ventilators jumps sales. Makers expect price battles, bigger volume in 1956

By ANNA A. NOONE

THE year 1955 will go down in fan industry annals as a year of paradoxes. In most sections of the country the summer of 1955 will be remembered as the longest, hottest summer ever experienced. From the end of June, all through the summer months there was no letup in the terrific heat wave which engulfed the Eastern seaboard, Middle Atlantic, Central and North Central states, as well as the southern part of California. All previous heat records were smashed as temperatures soared.

Retail sales curves followed the

heat. Increases of 25 percent and upward are reported by fan dealers and distributors, according to geographic areas. It was a different story at the manufacturing level. The record breaking heat arrived too late for fan manufacturers to capitalize on it to the fullest extent. Production and factory shipments were reported down generally from 10 to 20 percent. Heavy inventory carryovers from 1954 in some areas, and a long cool spring were contributing factors in this decline. The result: a total of 5,555,000 fans of all types were sold in 1955.

This is a 17.5 percent decrease in unit volume (a drop of 1,180,000 fans of all types) from 1954 when a record of 6,735,000 units were sold. It exceeded, however, the previous record year of 1953, which totalled 5,214,000 units, by 6.5 percent. Dollar volume fell from \$251,116,500 in 1954 to \$203,598,000, approximately 18.9 percent. The additional decline in dollar volume was caused by a substantial drop in the average retail price of window fans and desk and bracket fans, as more off-brand and private brand window fans entered the market.

### Sales by Areas

In direct contrast to the 1954 weather pattern, the Midwest and South proved to be cool spots. Hot weather never did appear in the Southeast and Southwest. While the Midwest had some hot days, hot nights, which are the key to building fan sales, were practically non-existent in this area. The Eastern seaboard, on the other hand, especially Detroit, Washington, Baltimore, Philadelphia and New York, proved to be the hot spots—not only hot days but hot nights. The terrific late heat wave in

Central and South Pacific coast areas pulled sales there much above 1954.

### Window Fans

Contrary to general trends in the fan industry in 1955, window fans made another record. Unit sales soared from 1,425,000 units in 1954 to 1,645,000 units in 1955. This is a 15.4 percent increase over the previous record in 1954. And, as is shown in the accompanying two year breakdown of fan sales by types, window fans accounted for almost a third of the industry unit total for the year (29.6 percent in 1955 compared to 21.2 percent in 1954). Over 40 percent of the industry dollar volume was in the window classification.

Opinions from all sources agree that the accelerated growth in public acceptance of window fans as household appliances is by far the most significant development in 1955 fan business. For the past several years the trend has been toward a gradual growth of consumer acceptance especially in the South, as more and more consumers realize that exhausting inside hot air through windows and doors, especially at night, is a much more satisfactory means of cool-



## COMPARE WITH 1955 VOLUME . . .

## and % CHANGE

Units	% of Total	Average Price	Retail Value	% of Total	Units	Dollars
140,000	2.5	\$125.00	\$17,500,000	8.6	+12.0	+ 6.9
2,525,000	45.4	19.95	50,373,000	24.7	-34.0	-46.6
220,000	4.0	48.50	10,670,000	5.2	-38.9	-37.6
860,000	15.5	35.00	30,100,000	14.8	+ 4.2	- 2.7
1,645,000	29.6	49.95	82,168,000	40.4	+15.4	+ 3.2
165,000	3.0	77.50	12,787,000	6.3	- 5.7	+ .1
5,555,000	100%	\$36.65	\$203,598,000	100%	-17.5	-18.9

# 1955 Fan Sales

ing. It finally penetrated the large population centers in the North in 1955, with the result that northern area people have a greater than ever appreciation of the value of fans.

Interest in 20-in. fans was tremendous. The growth of 20-in. fans has taken over, even in metropolitan markets like Philadelphia and New York, where for a couple of years substantial twin fan business was enjoyed.

A breakdown of fan sales by sizes furnished by PFMA listed in Table 1 shows that close to two-thirds of all window fan sales were in 18-21-in. sizes. Another one-fourth of the volume was in 22-27-in. sizes.

Reports from the field reveal that price played a predominant part in window fan sales in 1955. This fact is borne out by the breakdown of window fan sales by price, furnished by NEMA members only, shown in Table 2. This table reveals the fact that window fans in the price categories "under \$20 and up to \$40" increased 105.8 percent in 1955 over 1954. These lower priced units accounted for 29 percent of the NEMA window fan total in 1955, as compared with 16.4 percent in 1954. (Continued on page 116)

TABLE 1 — Window Fan Sales, by Sizes

	1955		1954	
	Units	% of Total	Units	% of Total
17" & Under	26,011	9.8	36,126	11.3
18" — 21"	169,061	63.5	183,762	57.5
22" — 27"	65,476	24.6	87,301	27.3
28" and Up	5,721	2.1	12,438	3.9
	266,269	100%	319,627	100%

(PFMA Members Only, Not Industry)

TABLE 3 — Desk-Bracket-Pedestal Fan Sales, by Sizes (16 inches-and-under)

	1955		1954	
	Units	% of Total	Units	% of Total
12" and Smaller, Non-Osc. A.C.	304,000	22.3	444,376	18.9
10" and Smaller, Osc. A.C. & D.C.	508,568	37.3	*895,363	38.0
12" Osc. A.C. & D.C.	365,978	26.9	*679,604	28.8
16" Osc. A.C. & D.C.	183,621	13.5	**337,051	14.3
	1,362,167	100%	2,356,394	100%

(NEMA Members Only, Not Industry)

\* A.C. Only \*\* Also Non-Osc.

TABLE 2 — Window Fan Sales, by Prices

	1955		1954		
List Price:	Units	% of Total	Units	% of Total	% Change '55 vs. '54
Under \$ 20	245,899	29.0%	119,501	16.4%	+105.8
\$ 20 — \$ 40	216,481	25.5	198,465	27.2	+ 9.1
\$ 40 — \$ 60	348,223	41.0	411,663	56.4	- 15.4
\$ 60 — \$ 80	38,660	4.5	n.a.	n.a.	n.a.
\$ 80 — \$100					
\$100 & Over					
	849,263	100%	729,629	100%	+ 16.4

(NEMA Members Only, Not Industry)

TABLE 4 — Desk-Bracket-Pedestal Fan Sales, by Prices (16 inches-and-under)

	1955		1954	
List Price:	Units	% of Total	Units	% of Total
Under \$20	708,082	50.4	1,295,995	52.7
\$20 — \$40	499,643	35.5	758,632	30.9
Over \$40	198,161	14.1	402,774	16.4
	1,405,886	100%	2,457,401	100%

(NEMA Members Only, Not Industry)



**JANUARY**

Robert Whiting sits down to figure out—at first alone, then with the help of a distributor man—how many room cooler units he can sell and where.



**FEBRUARY**

Conferences with his distributor settle how much help he will get, advertising problems, sales literature, delivery dates, and availability of sales help.

Robert Whiting sells 500 room units a year in Mobile, Ala.,

because he figures his market,

plans his program and starts to sell in accordance with his own

**Air**

By AMASA B. WINDHAM

**R**OBERT WHITING, the man pictured on this page, is a little dealer. He owns and operates Whiting Appliance Co. in Mobile, Ala., with practically no sales staff, with little advertising or promotion and depends for volume almost entirely on his service department, his reputation for merchandising, a capacity for hard work, and, as his distributor puts it, "intelligent planning, knowing where he is going months before his sales season begins."

In 1955 he sold more than 500 room air conditioners.

Here are the facts on Whiting's operation: (1) his sale of more than 500 room air-conditioning units annually makes him one of Alabama's largest individual air-conditioning dealers; (2) he has no other salesmen in his organization except one young woman who handles floor sales; (3) he devotes less than two percent of his gross income to newspaper advertising, uses no radio, television or circular mail

advertising whatever; (4) he sells no builders, contractors or architects; (5) he stages promotions only rarely and does not resort to give-aways, come-ons and sales stunts, and (6) he personally handles all of his own service work, assisted only by two general utility men who serve as drivers, delivery men and keep the store cleaned up.

#### Planning In Winter

Whiting's air-conditioning merchandising begins in the frigid months of December and January, when Whiting surveys his sales for the past year and mulls over his prospects for the new year. Of course it would help to have a fool-proof, long-range weather almanac on hand, but since there aren't any such things, much of Whiting's look into the future must be based on guess work and faith in his own ability as a salesman.

But there are some guides which are useful to him and which he fully utilizes. For example, three or four new subdivisions may be scheduled to be built in his sales area during the

year and he feels he can sell 30 room unit air-conditioners in each.

Then there was a pronounced demand for second and third room units during the past year and prospects are for as good a season as last year, so the possibility of selling more units to old customers seems better. Next, employment will be up in Mobile, since several new factories have opened, the old standard businesses such as shipbuilding and repair will continue at full blast and income will remain high, according to business surveys, thus pointing to continued good buying. Mobile's growth is better than normal, too, Whiting figures.

#### First Planning Is Complete

He jots down the figures from these calculations, juggles them about, takes cognizance of the normal yearly increase in sales, of how much time he will be able to devote to selling, and finally arrives at his estimated needs for the season. That is Whiting's first step—a plan, in his own mind, of how and why he can sell a certain number of air-conditioning

units in the course of a certain season.

As step number two, Whiting goes into a huddle with his distributor. Norborne Murray, branch appliance sales manager for Moore & Handley Hardware Co., distributors for Fedders in Mobile, knows that Whiting will call him in February for a full consultation on the coming air-conditioning season. Murray is ready for him. A prepared advertising budget, fresh literature and sales helps from the manufacturer and all the advice, help and suggestions which Murray and Melvin Wiseman, the distributor salesman who serves Whiting, can get together, will be awaiting the dealer when the conference begins.

Wiseman will point out to him the new features of the 1956 line, pass on tips for selling them, and thoroughly familiarize him with any changes or innovations. Murray will spread before him window and display sheets and folders—which Whiting calls his "silent salesmen", since they bring passersby into the shop and help put them in a buying frame of mind. The dealer is promised every





## MARCH

Deliveries to Whiting's warehouse start about the last week of March and distributor personnel are on hand to help superintend merchandise storage.



## APRIL

Whiting starts active selling "whenever it gets warm" and in Mobile, Ala., that's usually early in April. He does his own installations, has two men to help.

# Conditioning Timetable

possible help the distributor can give him, including the loan of additional salesmen if and when he needs them.

When the conference is over and Whiting's sales are confirmed or adjusted, the dealer places his order and gets the distributor's assurance that the room units will begin to be delivered the last week of March or the first week in April. Thus ends step number two in Whiting's sales story—close cooperation between dealer and distributor to maintain a balanced supply and inventory with all necessary distributor aid assured.

### When Selling Begins

Whiting is now ready to go to work selling air-conditioning units. When does he start actively selling? He says simply, "Whenever it gets warm." That means about the first of April in Mobile, which has hot or warm weather eight months of the year. Whiting opens his sales season with his first air-conditioner advertising in the Mobile daily newspapers—usually quarter page ads which inform the buying public on what mod-

els and units he has to sell. He advertises air-conditioners thereafter only in occasional small ads.

Most of his actual selling through the next seven or eight months, according to his distributor, is accomplished through three factors—hard work, the best of service, and word-of-mouth advertising which results from his merchandising reputation.

Whiting estimates that he works an average of 15 hours a day during the air-conditioning season, partly in selling and partly in servicing. When many another dealer has gone to bed for the night, Whiting will be out making a wiring survey, or he will be at the shop repairing a faulty room unit. If this sounds like a slave-driving schedule, Whiting declares he is used to it and he "would not enjoy myself if it were any other way."

It should be noted here that Whiting has always sold his appliances the hard, but surest and most satisfying way. He entered the appliance business in April 1952 and his only sales aid was a battered jeep (he didn't even open a store until January 1953). He

would load up the jeep with as many appliances as it could hold, go out and sell them from door to door, then return to Moore & Handley's warehouse for another load. He has always been a good service man and promised every customer his personal attention to every appliance purchased, if it needed attention. Step number three in the Whiting sales story, obviously, is an early start when the weather gets warm and continuous hard work, backed up by a guarantee of personal service.

The combination of intelligent planning, full distributor cooperation and hard work, appears to be the magic formula which enables Whiting to keep up his sales record.

### Other Sales Helps

There are one or two other sales helps which might be mentioned in the Whiting story. There is a railroad siding directly across the street from Whiting's store. Occasionally, when a carload of air-conditioners comes in, Whiting will advertise a "freight-car-to-buyer" sale and sell

units directly from the car without unloading it. This gives him an opportunity to tell prospective buyers that "freight and delivery savings are passed directly on to the customer."

Still another sales aid is an air-conditioner rental plan, featuring a one-half ton unit. His charge is \$75 rental for a season ending October 1, and the customer may apply the rental already paid, if he decides to keep the air-conditioning unit at the end of the season. Whiting declares the rental plan has helped the sale of air-conditioning units considerably, since few people like the idea of giving up the unit after using it all season.

Whiting is one of those rare "small" dealers who, in air-conditioning units anyway, outsells department stores, mail order houses and larger competitors. He sells competitively, of course, but his profits are always good and his inventory steady. His business location at 2014 New Government Street, is out of the high rent district, and his operating overhead is small. His company's overall business amounts to more than \$250,000 annually. End



1. Workman marks size of unit on wall, allowing  $\frac{1}{4}$  inch over. Masking tape is placed along ruled lines to help prevent chipping. Opening is then cut and plaster board removed.

# Big Business in Built-Ins

This New York contractor has sold and installed "hundreds" of built-in room air conditioners since last summer, but admits that it's a specialized market and installation is not always as easy as it looks. Here's how he does it

**L**AST summer Bob Howard decided to try his hand at selling built-in air conditioners.

As his initial effort he sent out 300 letters to home-owners. He got over 100 replies and ended up selling 52 air conditioners. Since that time Howard's air conditioning business has been "tremendous" and he has sold "hundreds" of built-in units.

Howard heads up Electronic Installations Corp. in the Hollis section of Queens. The firm specializes in installation of master antenna systems and other electronic work including TV servicing. He is not a "retailer" in the conventional sense of the term. He has no store in which to display his air conditioners and must rely on direct mail and outside selling.

What he does have is the willingness and know-how to tackle a job which he calls "tricky". Despite the ease with which the unit on this page is being installed, built-in installations are, according to Howard, not a simple matter. "You never know what you'll find when you open up a wall," he adds.

Could an appliance dealer who has been handling kitchen remodeling handle installation of

built-ins? Howard is inclined to think that he could, depending, of course, on the skill of the craftsmen on the dealer's payroll. It might even be possible to use TV technicians for the work. During his peak installation week last summer Howard had 20 men installing units. Only two were from his electronics crew. The others had been hired for the air conditioning work. If there had been a falling-off in his electronics volume, Howard thinks he could have used several more of the TV men on air conditioning installations. But a man must still have some skill in construction to handle the built-ins.

Prices range widely on the built-in jobs since Howard has no flat prices and makes a quotation on each individual job. He always quotes an installed price and it is difficult to isolate the installation charges. Prices for  $\frac{1}{2}$  hp units ranged from \$275 to \$400. The latter was a 16th floor installation. Most of the work has been done in residences, however, and the average installation charge here is somewhere near \$75.

Howard sells Lewyt air conditioners and Lewyt officials are enthusiastic over the job he has done. They are planning to sell (through their whole-

sale distributors) to other "contractors". Lewyt vice-president Irving Bottner emphasizes, however, that any dealer franchised to sell the built-in units must be equipped to handle the installation work involved. He feels that appliance dealers who have been handling remodeling work and those with skilled TV installation crews might well be able to handle the built-in air conditioner.

(There is also a growing opportunity for dealers to sell the "insides" of air conditioner units to apartment-house dwellers who did not buy a unit when they moved into the building. In many new apartment houses the "sleeves" for air conditioners were built into the wall and covered with a grille if the tenant did not want an air conditioner. Someday, someone will sell the units to go into thousands of these still empty sleeves.)

Dealers interested in handling built-ins will have to decide for themselves whether they are set up or are willing to take the time and money to set up the crews to handle the work. The picture story here shows what's involved in an installation sold by Howard—a dealer who has found out that, despite the problems, built-ins can be profitable.





**2.** To make outside opening, first brick is removed by using an electric drill. Remaining bricks are then removed with a hatchet and chisel.



**3.** Once the opening in the wall has been completed, the Electronic installation workman begins removing the 2 x 4 studs.



**4.** Water-proof mortar seal is spread on bottom of opening after which a 2 x 4 "cat" on which the casing will be bolted is installed.



**5.** Air conditioner "sleeve" is removed from carton and is placed in the opening in the wall.



**6.** After sleeve casing has been bolted to the "cat", tar paper is inserted as vapor seal and for insulation.



**7.** Once casing is in place water-proof mortar seal is packed around the outside.



**8.** A spackling filling is added over the tar paper to help complete the seal on the inside.



**9.** Once this has been done molding is placed around the sleeve casing to give a finished appearance to the job.



**10.** Unit is placed in sleeve. Note that outlet has been provided 6 inches from unit.

**End**

**IT'S LESS THAN SIX WEEKS  
SINCE G-E'S ANNOUNCEMENT:**

**Here's a round-up which includes additional comment from G-E, reaction from distributors and dealers and a look at the long range implications of the move**

**T**HE New Year in electric housewares got off to an early and explosive start on December 24 when General Electric announced price cuts ranging from five to 30 percent.

Cuts that big would have been news in themselves but the trade was really startled when G-E made a point of the fact that the reductions were the result of slicing margins at the distributor and dealer level as well as at the factory.

(Generally, retail margins were pared from 36½ percent to 32½ and wholesale from 15 to 13. This does not mean, however, that every product now carries a 32 percent margin. Some are better, others are smaller. The fig-

ures apply to the return on the entire line across the board. In addition, G-E has sweetened its co-op ad allowances to the point where the retail margin actually stands at 33½ rather than 32½ percent.)

The G-E move caught the trade unaware. There had even been widespread speculation over the possibility of industry-wide price increases after the Christmas shopping season. The G-E price cuts, therefore, posed questions to which there were no ready answers. Late last month, a full three weeks after the original announcement, the industry was still trying to determine finally:

(1) How will distributors and dealers react to the move?



**SAHLOFF:** After 18 months of study . . .



Reaction so far? Surprisingly good

(2) What course will other manufacturers take?

(3) What will the move mean to the industry generally?

For an answer to these questions, *ELECTRICAL MERCHANDISING* has talked to a number of people. Included in these conversations was an exclusive interview with G-E vice-president W. H. Sahloff. For the record, G-E has released the transcript of Sahloff's speech to distributors announcing the revolutionary price cut. It is reprinted on these pages. For *ELECTRICAL MERCHANDISING*, Sahloff has expanded on the speech, noting in particular where he feels the G-E action has been misinterpreted.

#### **Why They Did It**

There have been a number of explanations of why General Electric made its move. Sahloff, however, feels that the primary reason has been over-

looked. In explaining it he harkens back to his days as a department store buyer when price cutting and destructively competitive tactics led many big stores to consider giving up major appliances. Today, he feels the same thing may be just ahead for the small appliance industry.

On the one hand, price cutting and loss leader tactics have often made small appliances an unprofitable business. On the other hand, increasing competition is being felt for the consumer dollar. Other industries have set their sights on a bigger share of that dollar. Even within the consumer durables industry, and more particularly within the housewares industry itself, new products threaten to woo the customer's available money. (An example, from G-E's point of view, might well be the broiler-roastisserie market. It's a market with tempting potential, one that G-E officials admit they may someday

# **HUBBUB IN HOUSEWARES...The**

**HERE'S WHAT SAHLOFF SAID:**

**The text of the G-E vice-president's speech to distributors announcing the price reductions**

**E**IGHTEEN months ago, we believed the Small Appliance Industry was reaching a turning point in its progress. We decided to examine marketing trends in other industries in order to determine the possible road ahead for us. The broad changes in the food field, which had developed marketing structures to bring the greatest volume, to the greatest number of people, at the lowest possible cost, was a starting point. The tremendous changes in the automotive industry proved again the need for volume sales, by playing down dealer per cent profit, with emphasis being placed on more dollars available as a result of selling more cars. The more we studied, the more we realized that mass marketing demands mass distribution and mass pricing, and retailing, as an arm of mass distribution, was dynamically changing.

We learned output per man hour in United States industry and agriculture had more than doubled in the past 25 years, whereas productivity in distribution had only increased 50% in the same period.





But our motives are misunderstood



We're thinking of the industry



Let's talk dollars, not percentages



And don't holler till you're hurt

enter themselves. But for the present it's a competitor for the customer's dollar.)

An 18 month study of the market convinced G-E officials that these conflicting pressures (the destructively competitive nature of the business and the competition from other industries) might well combine to discourage merchants from aggressively merchandising electric housewares. Though he will deny it, there is in Sahloff a streak of the crusader. He feels honestly that his action in cutting prices is an attempt to safeguard the future of the entire electric housewares industry.

How? In a number of ways. Principally, the move should, according to Sahloff, broaden the base for the entire industry. This would be accomplished by:

(1) increasing the potential market by lowering prices, bringing new prospects into the market.

(2) making it possible to market and promote new products at "realistic prices"

(3) earning public acceptance by reversing the trend toward higher prices

It is against this background that it is understandable that Sahloff feels he has been "misinterpreted" in the press so far. He doesn't deny that the new move gives him practical advantages in maintaining his division's adamant stand in favor of Fair Trade. But he feels that too much emphasis has been put on this aspect of the price cut.

"It wasn't a selfish move," Sahloff maintains. "And we didn't have to make it. We had a 25 percent gain in sales last year and expect a similar increase this year. That hardly indicates we were in trouble."

"But we were thinking in terms of the future. This isn't for today. It isn't for tomorrow."

Implicit in this attitude, however, is Sahloff's belief in Fair Trade. And here again there is a touch of the crusader. "We don't have to adhere to Fair Trade. We could drop it tomorrow and have more business than we know what to do with. But we don't want that kind of business."

How does G-E think its price cuts will help Fair Trade? For one thing, as Sahloff points out in his speech, it would punch big holes in the "umbrella" under which discounters have been operating. Adherence to historic margins has been the foundation for this "umbrella." Now, G-E thinks it has made these margins more realistic.

(Obviously, there's still room for retailers to cut G-E's prices even under the new margins. In Detroit in December, for instance, the G-E steam iron was selling for \$11.30; the new list is \$14.95. Hudson's in Detroit was selling the G-E toaster

for \$12.96, a full \$5 under the new list of \$17.95. In Atlanta these two products were selling for \$12.90 and \$15.10. If you lived in Boston and shopped around enough you could pick up the toaster for \$15. In Miami the toaster was going for \$13.40 and the iron for \$10.38.

(Such prices, however, are hardly realistic, Sahloff argues. "If we could produce a steam iron to sell at \$11.95 we would. We're interested in getting the product to the consumer at the lowest possible price. But we must remember always that quality is our most important product and we can't take short cuts.")

The price cuts won't stop discounting but they will give the discounter less room to maneuver, G-E officials believe. Consequently, there's more opportunity for the retailer to compete with him. In a word, the new prices will, G-E hopes, make these

(Continued on page 124)

# Meaning of the GE Price Cuts

By comparison this was an unsatisfactory improvement. It also began to appear the trend toward lower consumer prices for small appliances had been slowed by attempts to preserve historic margins at the manufacturing, distributor and dealer levels. Furthermore, it was apparent we were in tough competition with other consumer goods industries for our rightful share of the consumer's dollar. The inevitability of change seemed at hand, as well as the necessity for taking steps to perpetuate this business for the future.

It was under these conditions we instituted a distributor study conducted by independent research agencies, and verified through further investigation and analysis by our own company representatives. I personally have talked with many of you, and with retailers, to seek your ideas as to how we could lay a foundation which would perpetuate this business for the dealer, for you and for General Electric. As a member of the over-all General Electric distribution study team, which

is a group of people from all areas of the company, I got a further feeling of impending changes. I became convinced that you and we together must take the first major steps in lowering distribution costs; that we must act courageously and gird ourselves to lead the fight ahead if we are to earn leadership in our industry. Six important points came to light upon the completion of our study.

## Room for Exploitation

First, although we have made great progress in lowering our retail list prices over the past two years, through manufacturing improvements and economies, there still have been price differentials and margins which competitive manufacturers and private brand merchandiser have been able to exploit.

Second, a form of umbrella has appeared in the guise of trade discounts. There is no question certain retailers and discounters, because

(Continued on page 128)





SIXTY-EIGHT washers and dryers, over half of which are hooked up, fill all the floor space in the Wash House. Store even has competitive brands hooked up for comparative demonstrations.



The brand new annex of the Big Red Warehouse store in Oklahoma City will test this mass merchandiser's theory that you can make money with . . .

# Nothing But Laundry

By N. BLEECKER GREEN

OKLAHOMA CITY saw the advent of a new type of appliance store late last year. It merchandises laundry equipment only—washers, dryers, hot water heaters and perhaps ironers. Called the "Wash House," it is a self-contained unit right alongside the Big Red Warehouse main store in the downtown Sooner capital. Big Red, a local merchandising institution and one of the largest retailers of furniture and appliances in the state, recognized that laundry equipment has come into the mass market. The Wash House store is a trend development in the appliance industry.

Big Red has always handled laundry equipment, has carried washers since 1935, but pulling them out of the basement appliance department and putting them in a new unit next door (formerly a parking lot) represents a change in thinking.

"We feel laundry equipment has reached the stage of complete acceptance," says Ralph Huntington, general manager for Big Red. "We aren't a house that introduces an item," he adds. The merchandising philosophy behind this is that the Oklahoma retailer does not pioneer. Rather, they exploit a market when it is ready. To dramatize this concentrated merchandising on just one segment of the appliance line, Big Red set up this new type of store.

The large, open space store (shown at left) contains 68 machines or appliances. Of these, 35 are hooked up and running. Five brands are shown—

Norge, Whirlpool, Bendix, Hotpoint and Thor. The lines are arranged with matching pairs. The high end of the line is nearest the door because it is easier to sell down than up.

When Big Red hired a unit manager for the special store, they did some concentrated study of the local market. They shopped the competition, including the big chains, to find their weak and strong points, then studied up on the service of their own and competing lines. Each of the salesmen, along with the store manager, know not only the five brands they carry, but also competing lines. (They plan to have eight salesmen, plus women demonstrators. Salesmen are on a salary plus year-end bonus.)

## Specialist Salesmen

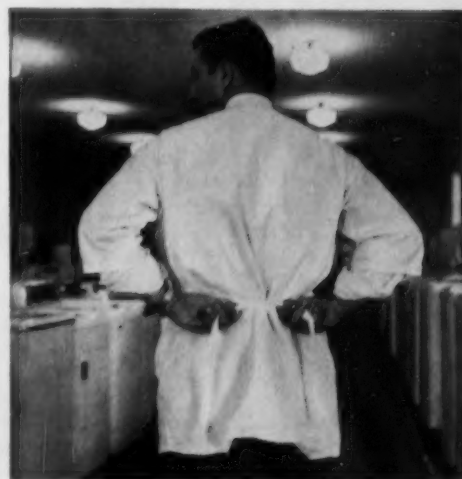
The store manager and his salesmen sell only laundry equipment. They are presented to the consumer as experts in their field. Each wears a dentist-type white jacket while on the floor, taking a tip from the TV dental commercials which try to impart an aura of authority. It has proved effective. Pre-opening promotion billed it "Oklahoma's most complete demonstration center," adding, "Buy the national brand washer of your choice."

Big Red may carry more than just the five brands shown here. They are interested in any washer that is a factor in the field. The basic aim is to get prospects to do their comparative shopping in the one store. With enough brands to really sample the

(Continued on page 136)



**SPECIALIST SALESMEN** become laundry experts because they have nothing else to sell, but management sees to it, too, that they get plenty of instruction.



**MEN IN WHITE** look is deliberate policy of management. Salesmen wear medical jackets to impress prospects with their professional appearance.

**PROMOTION** started with a \$15 wiring allowance offer by Cullman co-op and power board. Dealer Schaefer cooperated with consistent ads like this.

# Promotion Sells a Water Heater a Day

The Home Improvement Co., Cullman, Ala., jumps on the bandwagon of a \$15 wiring allowance and drums out some promotion of its own that sells 32 heaters in 30 days

**D**OWN in a north Alabama town of 6,500 population, an appliance dealer sells 32 electric water heaters in 30 days. This is news. Few dealers anywhere sell that many. Obviously, this Alabama dealer is both a substantial operator and an old hand at utilizing and employing every selling angle which comes along.

Robert A. Schaefer, owner of Home Improvement Co., General Electric franchised dealer in Cullman, Ala.,

has long been noted for his successful promotions—promotions which are always tailor-made for the community in which he lives. Although it was, for the most part, straight selling which enabled Schaefer during 1955 to almost double any previous yearly sale (more than \$200,000), he knows the value of a timely promotion and rarely fails to record a substantial increase over normal business when he does stage one.

But Schaefer, whose promotional

successes have been reported in these pages before, is not one to overlook a good opportunity to spur sales volume when he sees it—whether through promotion, cooperation or hard selling. It was a combination of these three that gave Schaefer a chance to sell an average of better than one electric water heater a day in a recent campaign.

## Installation Fee Offered

The promotion started when the

Cullman Power Board and the Cullman Electric Cooperative, met with appliance dealers from the Cullman area and offered them a flat \$15 on installation of electric water heaters and ranges to help increase sales. Schaefer, who was pushing General Electric's new "quick recovery" water heater, saw the chance of a lifetime to move an unprecedented number of them.

He called his salesmen together, (Continued on page 140)



**CLOWN**, barker and free cotton candy helped draw people into Schaefer's during the promotion.



**QUICK RECOVERY** units were pushed during the promotion because salesmen could talk savings in the units original cost. Salesmen also followed up prospect leads from door to door.





**The efforts of these 17 specialists**  
 (home economists, electricians, plumbers, carpenters, and distributor and utility counselors)  
**were needed when dealer Charles Insalaco (right front)**  
**staged an Electric Living Party in Buffalo. But it cost him little in time or money.**  
**That's because the Niagara Mohawk Power Corp. stages . . .**

## Big Promotions For Little Dealers

**T**HE dealer in the picture above is Charles Insalaco. He runs a small furniture store on Buffalo's West Ferry Street.

Like many another neighborhood dealer, Insalaco doesn't have the manpower, know-how or cash to stage any really big promotions.

Yet late in September Insalaco sponsored an Electric Living Party at the Victoria Theater across the street from his store. Almost 500 people attended an electric living demonstration and fashion show. To stage the promotion a theater had to be rented, the stage completely rebuilt, power and plumbing lines run in, the stage decorated, a dozen major appliances moved in, invitations and tickets printed, advertising arranged in neighborhood papers and signs painted for the marquee, the stage and the store.

The cash outlay for Insalaco—the cost of \$250 worth of prizes.

The time involved—about seven hours on the day of the show.

The same story has been repeated dozens of times in Buffalo during the past three years. Most parties have been even bigger than Insalaco's. Attendance has averaged 800 and has hit a high of 1300. None of them, even the biggest, has cost the dealer any more than it cost Insalaco.

It's all possible because the Niagara Mohawk Power Co. conducts 13 such promotions per year. Practically all of the work and the largest part of the cost is absorbed by the utility but each promotion is "sponsored" by a neighborhood appliance dealer. To the dealer go all the registration cards and the responsibility for cashing in on this promotional effort. This is by no

means a charitable gesture by the power company. The utility pays for the promotion because it has found that these dealer-sponsored parties are an effective means of getting the story of electric living over to residents of the area.

### Why They Do It

"We like these dealer programs for a number of reasons," says P. W. Evans, residence sales supervisor for the utility. "They let us take our story 'in person' to about 10,000 people per year. When you consider that we have only about 180,000 residence meters, you can realize how big a share of the market we are reaching with this program.

"In addition, the cost of staging these parties is nominal. Compared to other long range promotions like news-

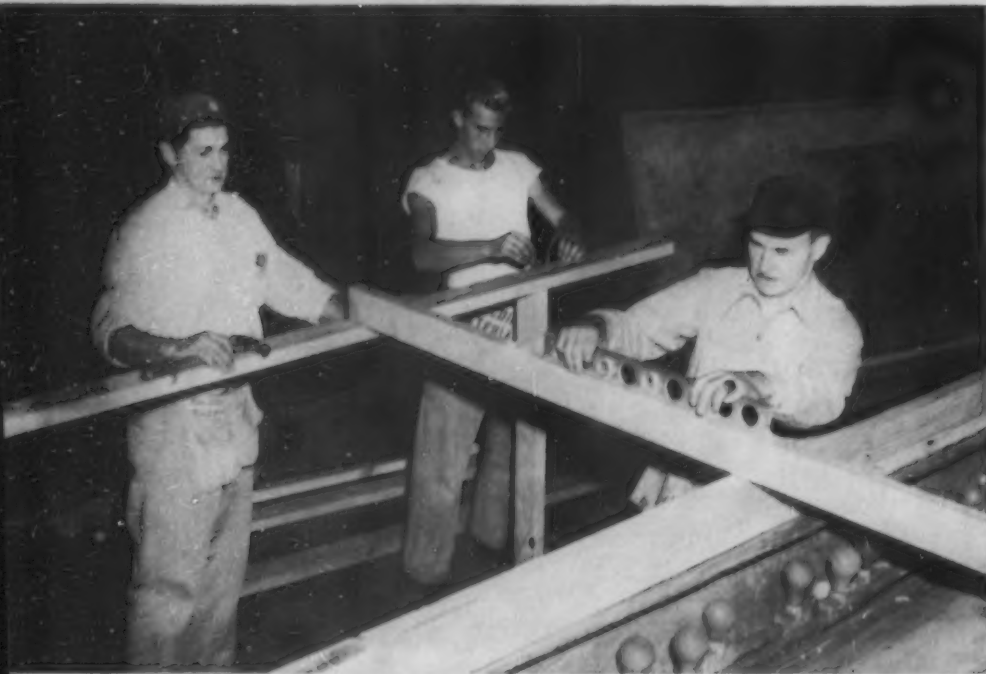
paper campaigns the cost is very low.

"Then, too, such a program helps us with both our community relations and dealer relations. And we're accomplishing these things while still 'selling' electric living.

"Finally, the basic reason for our sponsoring this program is our belief that such long range promotions are among the best contributions a utility can make to the industry."

Evans is aware that any program built around public demonstrations inevitably runs the risk of attracting an almost permanent group of "repeaters" and "prize seekers". He points out, however, that "even if they come only for that reason we are still exposing them to our wares. Someday they will be in the market for one of the products we have described during the meetings they attended. And our story

**MORE** ➔



**A SUITABLE LOCATION WAS FOUND:** The Victoria Theater just across the street from Insalaco's store was rented by Niagara Mohawk and a crew of utility carpenters moved in the day before the show to erect a special stage.



**ADVERTISING WAS PROVIDED:** Display signs like this one outside the theater were provided by the utility, which also prepared window streamers. Company also paid for newspaper ad.

## *All of these things were done FOR the dealer...*



**POWER NEEDS WERE FORESEEN:** On the morning of Insalaco's Electric Living Party a utility crew ran in a special power line.



**PLUMBING CONNECTIONS WERE MADE:** Plumbers hooked up a water heater and washer to special water and drainage lines.



**THE STAGE WAS SET UP:** On the morning of the show, utility display experts decorated the stage while servicemen checked over each appliance on display to make sure it was operating properly.



**APPLIANCES WERE DEMONSTRATED:** Home economists from Niagara Mohawk demonstrated kitchen appliances during the Electric Living Party while a home economist supplied by a detergent manufacturer handled the home laundry demos.



**A FASHION SHOW WAS ARRANGED:** A neighborhood dress shop staged a half-hour fashion show during the party but even on this detail Insalaco had no worries. The utility made all arrangements for this phase of the program, too.



## All the dealer had to do was...



**CAPITALIZE ON THE ADVERTISING:** Insalaco took advantage of the utility's full page ad by running one of his own on the opposite page. Here the dealer, right, and Niagara Mohawk's Pat Audino exhibit the resulting spread.

### BIG PROMOTIONS (CONTINUED)

will be in their minds when they make that purchase."

#### A Demo Pays Off

To make his point Evans likes to tell the story of a woman who was always in the audience when the utility staged cooking schools at its East Buffalo office several years ago. Some time later one of the utility home economists was assigned to give a demonstration to the owner of a new electric range. The customer turned out to be the cooking school "regular" and she readily admitted that the primary reason for buying an electric range "was the delicious roast you cooked on it during one of those schools". The customer had won the roast and, impressed with the job done by the electric range, decided to purchase an electric range when she replaced the stove she was then using.

In addition, the possibility of such "regulars" cutting down the effectiveness of the electric living parties has been minimized by the fact that such parties are now scheduled and promoted on a neighborhood basis.

The power company staged its first electric living party four years ago and they have been held in steadily increasing numbers each year since. Currently, 13 parties are being scheduled each year but there is a possibility that this rate will be stepped up once again in the near future.

One might think that this experience had removed most of the work

from the project. Such, unfortunately, is not the case. The process of staging an electrical living party has, it is true, been reduced to a proven formula but it still takes many, many man-hours to put on a specific show. The man most deeply involved is Niagara Mohawk's P. V. (Pat) Audino who works under Evans' supervision.

#### Here's What's Involved

Scheduling is Audino's first job. This is a complex problem involving not only dates but neighborhoods and the selection of the participating dealers.

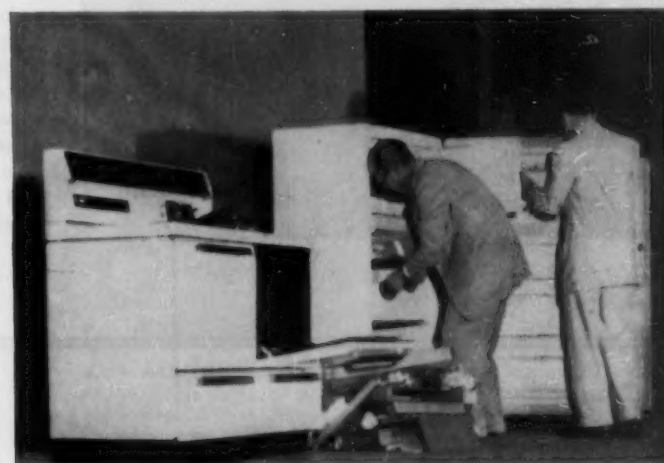
Experience has taught Audino that there are certain seasons of the year unsuited to promotions of this type. Summer is one of them; no promotions are scheduled after June 1 or before September 1. Nor are any scheduled after mid-November because the holiday season finds customers preoccupied with shopping and dealers too busy with Christmas trade to capitalize on the promotions. The parties are resumed shortly after the first of the year.

The problem of selecting neighborhoods is simpler since Niagara Mohawk rotates such parties throughout its Buffalo service area (including Lackawanna and Kenmore). Audino must, however, locate a theater (or occasionally a hall or clubroom) suitable for such a promotion in each of these neighborhoods.

(Continued on following page)



**IDENTIFY HIS STORE WITH THE PROMOTION:** This window sign was prepared for Insalaco by Niagara Mohawk. All he had to do to capitalize on the promotion was to make sure that the sign was properly displayed.



**BE ON HAND BEFORE THE SHOW:** During the hours when the stage is being trimmed and appliances moved into place the dealer must be on hand to help Audino settle final details. Here Insalaco helps a distributor salesman uncrate a refrigerator.



**ACT AS HOST:** Insalaco supplied ticket-takers at the door so that he himself would be free to greet guests as they arrived. Customers registered here for prize drawing which was held after show was finished.

**GIVE AWAY PRIZES:** A television set and a number of small appliances (with a total retail value of \$250) were given away as door prizes. Insalaco presided at drawing, thus establishing his identity with the audience.



## Does Niagara Mohawk's Help Pay Off for the Dealer?

Each of the 20-odd registration cards in the hand of Charles Kraft represent the sale of a major appliance to a prospect from the Electric Living Party which Niagara Mohawk staged for him.

Kraft, who runs an appliance store in suburban Kenmore, was the "sponsor" of such a party last March. Despite torrential rains, 619 people attended. Kraft carefully tabulated all of the registration cards, wrote a thank-you letter to each registrant, then handed the cards out to his salesmen. The cards are still being used and will continue to be for months to come. Even if a registrant isn't in the

market for an appliance right now, the card is filed for follow-up later on.

Kraft says he isn't sure how many sales resulted directly from the Electric Living Party. He caters to a neighborhood trade and can't be sure just why someone in the neighborhood comes into the store. But he thinks that at least 20 major appliance sales are traceable directly to the party.

Kraft leaves no doubt of his enthusiasm for the party idea and the utility's help. He's already making plans for another one soon and he told Pat Audino recently that he would be willing to "run 'em once a month if you'd let me."

## BIG PROMOTIONS

(CONTINUED)

The task of selecting a sponsoring dealer is somewhat more complicated. That's because many dealers recognize the benefits which can accrue from such a promotion and are anxious to participate. Audino follows certain basic rules in assigning the parties to dealers but on occasion he must also exercise a measure of discretion in choosing a dealer. Basically, the dealer must be willing to capitalize on the promotion. This means he must have a sales force capable of following up on leads. The participating dealer must do business in the neighborhood in which the party is held. If a number of dealers meet these specifications, the parties are rotated among them.

On occasion, however, Audino will use other criteria in selecting a dealer. One recent party was given by a furniture dealer whose appliance department was extremely small. He was selected by Audino because there were few other appliance retailers in the neighborhood willing to participate and because Audino felt that experience with such a party would commit the furniture dealer to a bigger and continuing effort in his appliance business. If this works out as Audino hopes the party will not only have exposed customers in the area to electrical living but will also have provided the industry with a better, more active dealer.

### Setting Up the Party

The basic format of the parties is simple. Audino attempts to hold the program to two hours, 25 minutes of which is devoted to a fashion show which is staged by an apparel shop in the neighborhood. Audino makes arrangements for the fashion show and

finds that this is one of his most serious problems. Not all neighborhoods have dress shops which are equipped to present fashion shows. Some of the electric living parties break just when seasonal styles are changing and the dress shops are not particularly anxious to show what they have in stock and do not yet have merchandise on hand for the coming season. Once Audino has signed up a dress shop he must continue to work with the owner, making suggestions and seeing that the fashion show fits the format of the overall promotion. A continuing problem, for example, is the reluctance of many dress shop owners to hire professional models for the shows. Audino has found that the use of trained models usually increases the effectiveness of the fashion show but this is a difficult lesson to put over.

The electric living demonstrations are handled by economists of Niagara Mohawk and the laundry demos by specialists supplied by the manufacturers of ALL detergent.

### Promoting the Show

Once the location and the participants have been decided upon the promotion falls into a well organized routine. The utility mails 4000 letters to meter holders in the neighborhood, enclosing two tickets in each letter. Signs are painted for the theater marquee and for the dealer's store. A full page advertisement is run in the neighborhood newspaper. Advertising is confined to neighborhood papers in order to localize the audience. This helps cut down on "regulars" who would drift from neighborhood to neighborhood, interested primarily in

winning a prize. It also makes it easier for the dealer to follow up on registration cards.

The utility budgets \$100 for advertising each party. Many dealers however, spend some of their own money on additional advertising. Insalaco, for instance, took a full page ad facing the utility ad, thus getting a spread for the price of a single page in the neighborhood paper. Since he does business in a neighborhood with a heavy Italian population he also advertised the party on an Italian-language radio station.

The amount of dealer advertising is left up to the retailer's discretion. The only requirement imposed by Niagara Mohawk is that he supply \$250 worth of prizes. Since many of these are co-oped by distributors, the dealer's out of pocket cost for this merchandise often doesn't exceed \$75 or \$100.

### Staging the Show

The physical work involved in staging one of these parties is impressive but here again it has been well planned in advance.

On the day before the promotion a temporary stage is erected. Many neighborhood movie theaters have stages of inadequate depth and since a standard stage layout is necessary to allow room for merchandise and demonstrations, a stage is tailor-made for each party.

On the morning of the party a utility line crew arrives to run in a special power line and plumbers hook up water and drain lines which have been specified in advance. The dealer must provide the appliances for use on the stage (with the exception of a fast-recovery water heater which is supplied by the utility).

The utility's own display specialist decorates the stage and Audino's assistant, Dick Deptula, installs a specially designed portable lighting outfit for the stage. Photo reflector bulbs are mounted on collapsible tripods. Thus uniform lighting is supplied for each party regardless of the theater's own facilities. Deptula also installs a public address system and a phonograph which is used for pre-show entertaining and for background music.

As a final step in setting up for the party Audino insists that a serviceman (sometimes the dealer's own, often from the distributorship) go over each appliance.

### What It Costs

Preparations as thorough as these cost money. The utility earmarks \$325 for each party to cover rental, erection of the stage, and installation of the appliances and the necessary power and plumbing facilities.

As a result, the utility spends over \$400 to stage each of these parties. When one considers that the "sponsoring" dealer is required to spend hardly a quarter as much and yet reaps all the direct benefit the question arises as to whether the utility gets its money's worth.

The answer to that question—in the minds of the utility men most intimately concerned—is a positive yes. They believe in the program as part of the utility's long range contribution to the industry. And they believe in it for its more immediate benefits—the exposure of thousands to a "personal" story on the benefits of electrical living, and the strengthened community and dealer relations which result. End





IN DECEMBER, dealer Max Rhodes showed his advertising manager, Mauri Carter, a February calendar. Selling he said, would begin on February 1 with a planned program.

# His Air Conditioner Selling Starts Now

Max Rhodes never had a thought-out program planned in advance before, but this year he knows what he's going to do with advertising and promotion right up to June

**M**AX RHODES is going through a change of life—his business life, that is.

Like so many appliance dealers, Rhodes has felt the sharp pinch of ruthless off-list selling, rising overhead and shorter discounts. Tormented by inadequate parking space, limited warehouse facilities and a lack of display area, he closed up his three stores in suburban Chicago towns last summer when he opened the new Rhodes Appliances store in Arlington Heights, Ill.

Rhodes built on the main highway outside town in a location that permits him to reach the same trading area formerly covered by his three stores. He thought he'd allowed enough space for growth but in just six months, Max Rhodes is increasing his warehousing on the extra land

which surrounds the new building.

While all these physical changes take place, Rhodes revamps his merchandising philosophy—with more changes yet to come. His approach to the coming air conditioning selling season dramatizes the new thinking.

## From Short Range to Long Range

During his ten years in the appliance business, Max Rhodes has met selling seasons pretty much head-on, coping with them as they came along. He planned in advance to the extent of assuming he'd run some ads, perhaps send out some bill stuffers and maybe offer special incentives to salesmen. He frequently worked out merchandise "give-aways" or tie-in sales.

His approach to room air conditioning was about this casual. In the hubbub of Christmas selling, and

the aftermath of freezing, blustery January and February, Rhodes gave little, if any, thought to selling room air conditioning units until late spring or early summer.

Sure, he planned to build his inventory and he knew he'd advertise, especially if blessed with roaring hot weather, but that was about all—at least until this year when Graybar Electric Co., the Mitchell distributor, dropped a four-month selling plan in his lap.

As Graybar district merchandising manager, Ray Ade, declared, "We have three functions to perform for you in addition to supplying merchandise and service: We've got to plan the overall promotional strategy and we've got to apply it to each individual operation. No two dealers are quite the same. Secondly, we've got to

plan advertising—the continuity master plan prepared by Mitchell plus lending a hand with your local advertising. And then we've got to give you the very best sales training we know how—help you display better and develop a selling pitch for your own particular market that will really sell merchandise."

Graybar's manager of air conditioning sales, Ed Walter, called Rhodes and helped him plot a month-by-month selling plan to start in February.

## February Kick-Off

Phase one of Rhodes room cooler selling will be bill stuffers sent out with February bills. The company has about 10,000 active accounts and the stuffers will remind customers that early planning for hot, summer

(Continued on page 144)



**BILL STUFFERS** go out this month to many of Rhodes' 10,000 active accounts. They will offer a free electric blanket and free installation with every room cooler purchase.



**EACH MONTH** Rhodes will offer a special incentive to a pre-season purchase. In March, for example, buyers will get a deep fat fryer, in April a barbeque grill.



**WITH DISTRIBUTOR** men Ed Walter and Chuck Thompson, Rhodes and Carter have already worked out newspaper ads. They'll follow the style shown here, big and bold with uncluttered copy.

# What It Takes To Set Up a TV Promotion



**4** Arrangements for advertising, floor displays and dealer tie-ins were arranged by CBS—Columbia's Bob Windt and Herbert Delp, and Engard.



**1** End result of all McDermott company's planning and work was a TV exposition which drew 2,000 people, secured 25 more dealers for the CBS line and 800 prospect leads—all at a cost of \$1,487.70 and countless hours of labor.



**5** Distributor salesmen had to be briefed on ways to obtain dealer cooperation in promoting the event and in helping dealers take advantage of it.

Here's how much work went into one in Tulsa, Okla., where the Tom P. McDermott Co. staged a TV exposition to draw consumer and dealer acceptance for a new line

**W**HEN distributor Tom P. McDermott, Inc., of Tulsa took on CBS-Columbia television last September, he took on a line that needed two things: more dealers to handle it and more consumer interest.

What was done to achieve them took considerable planning and ingenuity, but proved highly effective and, best of all, comparatively inexpensive.

First, McDermott assigned one of his top-flight representatives, Walter Engard, to do the job. Having handled another TV line previously, Engard was able to contact several dealers with whom he had worked and he persuaded 30 to take on the new line, but

a good many more were needed in order to adequately cover the north-east Oklahoma market. Dealers were not going to run to him unless he could stir up consumer interest.

The best way to create this interest, Engard decided, was through a television exposition. It was his idea to put the new line on public display together with exhibits that would show TV's inner workings. Another reason for an exposition was the fact that while it was already late in the season to sell the new line, intensively, creating some interest now would bring about later dealer and consumer acceptance.

Results included addition of an-

other 25 dealers in a week's time, approximately 800 leads for dealers and actual attendance at the exposition of over 2,000. In addition, because monitor sets were placed in the windows so passers-by could see either themselves or fellow Tulsans on TV, several thousand more were exposed to CBS-Columbia merchandise. Last but not least, sales volume went up 25 percent.

#### Step-By-Step Planning

To help crystallize his plan, Engard asked Bob Windt, CBS-Columbia promotion manager, to come to Tulsa last September and help work out the details. Windt liked the idea and noting

that two CBS affiliates, radio station KTUL and TV station KOTV, operated in Tulsa, he suggested they be included in the planning.

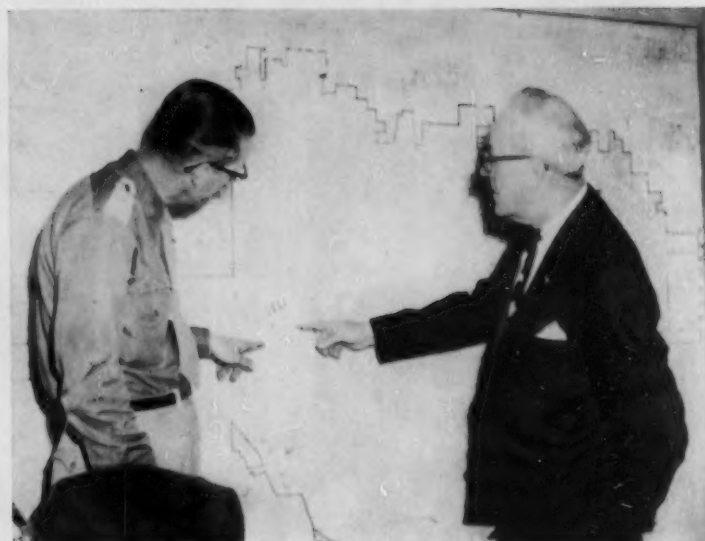
Bob Freeland, KOTV promotion manager, agreed to cooperate and was given space at the exposition to set up displays boosting the station's network and local shows. In addition, a closed circuit TV demonstration was set up so visitors could see themselves on the monitor sets placed around the site. Freeland also arranged for considerable promotion of the event by the station itself. This included station break announcements and news program spots.

(Continued on page 156)

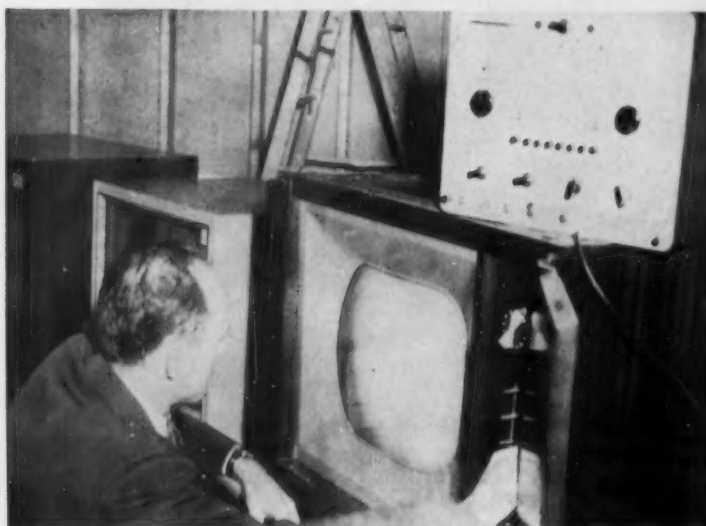




**2** Charged with responsibility for the promotion, distributor-man Walter Engard (right) first lined up cooperation of TV station KOTV to operate closed circuit telecasts, also got help from radio station KTUL in plugging the event.



**3** Details couldn't be overlooked, either. For example, Engard had to arrange with police department to rope off space where remote TV truck would park during exposition.



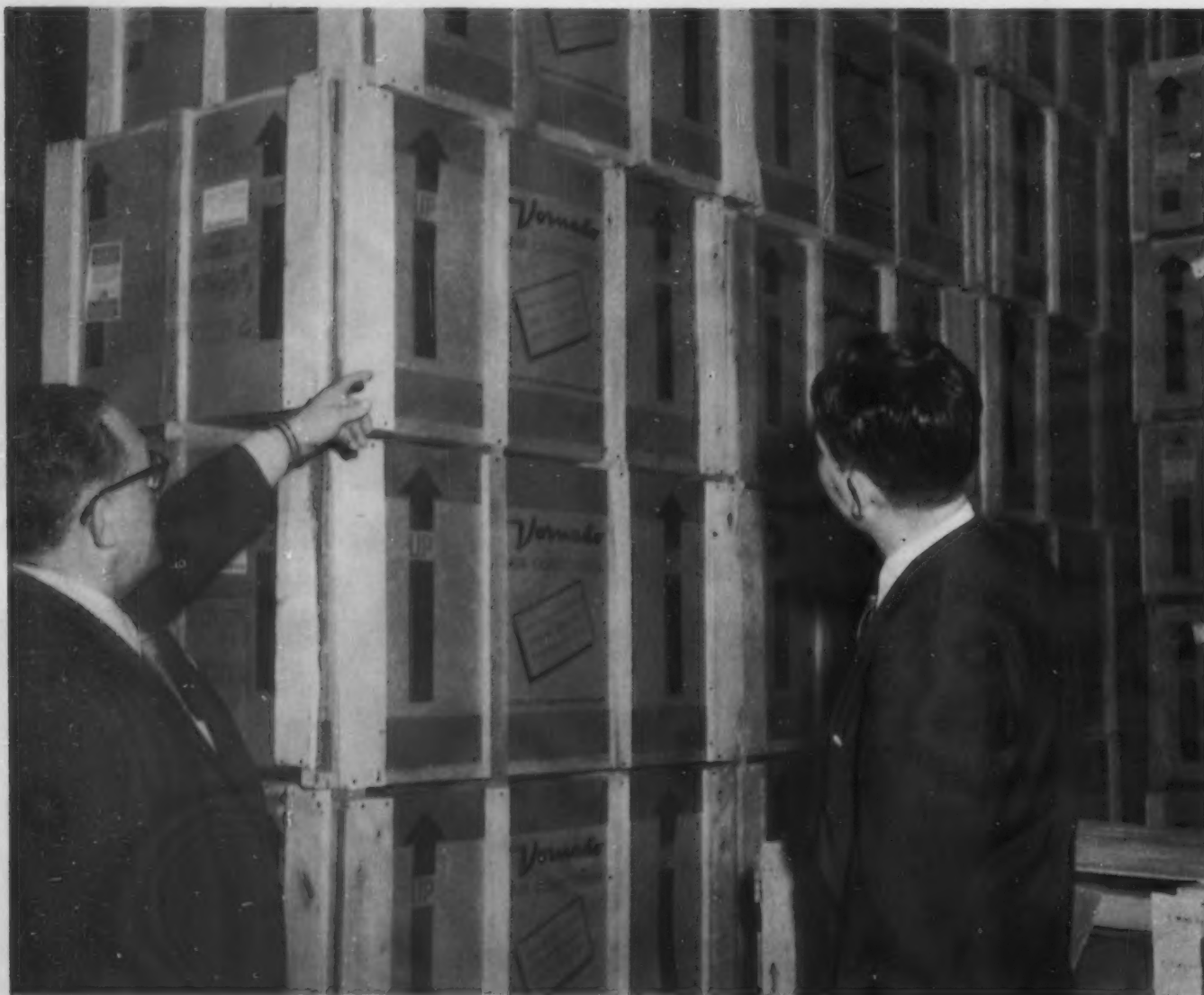
**6** Sets to be displayed had to be checked out for perfect performance. To make certain, CBS' regional service manager, Jim Hutchings, travelled to Tulsa.



**7** Last minute crisis is overcome when Engard rushes off to buy scissors to be used in cutting the ribbon at opening ceremonies, gets them in time.



**8** Exposition opens when Tulsa mayor Clark, assisted by official hostess KOTV newscaster Barbara Smith, arrives with official escort and cuts the ribbon.



Sam Myers had 1,000 of these in his Houston warehouse early in December. Now they're gone.

# They Move Mountains of Air Conditioners

By FRED A. GREENE

**T**HE unusual thing about the picture above is that it was taken in early December—when a retail inventory of 1,000 air conditioners would justifiably scare most retailers to death. It didn't frighten the man on the left, Sam Myers, president of Stahl & Myers, Houston, Texas, nor his general manager, Russell Youens. They bought them at special prices after the selling season, sold them all just before Christmas.

That's quite a record for a firm that in 1954 sold 4,000 air conditioners all

year from one store. In 1955 the company opened six more stores and a warehouse, sold 8,500 window units, 500 central system air conditioners and 300 attic systems.

In 1956, they aim to sell 20,000 units and will have 10 full-time stores operating plus 10 other temporary locations during the height of the air conditioning season.

## Phenomenal Growth

It's a phenomenal growth, even for

Texas and Houston where bigness is hardly unusual. The firm started in February of 1954 with six employees, now has nearly 140 including 90 salesmen and a fleet of 20 trucks for deliveries, installations and repairs.

Sam Myers, firm president, explains it this way:

"We believe in keeping our name before the public and that means advertising and promotion. We believe in giving our salesmen a chance to work for themselves by means of a high-low profit-sharing plan on sales.

And we believe in service which makes a customer come back for future needs. In addition, we handle only one line—Vornado—and we find it easier to sell when we can concentrate on that one line."

It all adds up to a better than \$3 million business for 1955—with over \$2 million of it as a result of air conditioning sales. All of which is prompting S&M to concentrate on the air conditioning market.

"In Houston," Myers says, "there is a 16 percent saturation in air con-





**SALESMEN** at Stahl & Myers' seven stores don't get any chance to loaf. During slow periods they spend their time telephoning for leads.



**STAGGERED SHIFT** system of salesmen's hours permit them to follow up on their telephone-secured leads during the afternoon.



**LIST PRICE** is the goal in all sales because salesmen only get \$10 commission for the store's lowest price but get half of any additional amount.



**SERVICE CONTRACTS** are required on all air conditioner credit sales and records are carefully maintained so service calls are easily checked.

ditioners while in major appliances and TV the saturation mark is over 80 percent. Why not stress the market with the least saturation?"

#### **\$200,000 Advertising Budget**

Advertising takes a big chunk of S&M's budget which in 1955 cost over \$200,000. The bulk of the money went into newspaper advertising because air conditioners most of the year in Houston are not impulse sales. Newspapers, Myers believes, have a longer impact on a potential consumer—important during the hot months when he's thinking about buying an air conditioner. Newspaper ads generally accounted for about 85 percent of advertising during the in-season period. Radio took up the remainder of the budget and was directed at the consumers who buy on impulse.

During the pre-Christmas promotion, however, radio amounted to \$7,500 of an \$8,220 advertising budget because impulse sales were needed. This paid for 50 radio spots daily and two half-page ads. In addition, over

\$200,000 worth of traffic appliances were sold at dealer cost to old customers contacted over the telephone who either became prospects themselves for a second unit or who gave S&M the name of a prospect they thought might buy an air conditioner.

#### **Reaction From Afar**

Mordy Foodym, merchandising manager, puts it this way:

"Very few firms were advertising air conditioners. It just wasn't the time of the year for them. But we managed to buy some units out-of-state distributors got caught with at the end of the year. By impulse sales methods (radio ads) and a lower price on these 1955 models, which we got for less, anyway, we felt we could sell them successfully. We did just that, getting response, in fact, from Port Arthur, 120 miles distant."

During 1956, S&M plans to advertise heavily on television.

"We weren't able to do this before," Myers says, "but we are now. Our growth has stabilized and we feel we can better handle the response

we're expecting from a combined radio-newspaper-television advertising program. Television gives us the chance to demonstrate our appliances and we feel it will give our sales a healthy boost."

The budget includes \$74,000 for TV, \$15,000 for radio, and \$108,000 for newspaper advertising. Additional amounts will be set aside for billboard, direct mail and other forms of advertising.

Although infrequently used, direct mail is another good source of sales for Stahl & Myers. During May and June of 1955, 5,000 letters went out to doctors, dentists and professional men. The response was about 12 percent.

#### **Door-To-Door Sales**

Door-to-door sales methods are employed by salesmen during slow periods. Regular salesmen are used. A new man is accompanied by the store manager the first few days to show him how it's done. Store salesmen work two shifts which give them time to make these calls.

For example, the salesman comes in at 9 am and works until 3 pm, telephoning potential customers whenever time permits. He uses a city cross-index directory. After 3, he'll follow up any leads and be off until 3 the next afternoon. Then he works until 9 pm and starts all over again at 9 am the next day.

All S&M salesmen work on straight commission basis, but they have an opportunity to be their own businessmen.

#### **High-Low Commission Plan**

"Under our high-low method, a salesman knows the list price of a product and he must try and sell at that price," Foodym says. "However, the salesman also is told the low price for which he can sell an item—and with a trade-in. If he sells the item at its lowest price, let's say \$359.95, then he gets \$10 commission. However, the salesman also gets one-half of the sale of the traded in item if it is sold within 14 days, otherwise the warehouse wholesales it and the sales-

(Continued on page 164)

# Successful Small Appliance Service

## 9 HOW TO MAKE IT PAY

Service all brands or just those you sell? How do you price parts and labor? What kind of records do you keep? What about inventory? How do you handle customers?

A good service shop makes money as well as repairs. This concluding article tells you how

By P. T. BROCKWELL, JR.

A SOUND business policy for your service department is second only to skilled workmanship. This does not mean that you must compile an unwieldy rule book, but to be assured of smooth operation, growing customer good will, prospects, and profits, you should have an outline of business procedure to guide your service personnel. Perhaps you will decide to follow the suggestions presented here either as they are or with some modifications to suit your particular needs. Nevertheless, remember that each subtitle which follows is a point to be settled one way or another, sooner or later. If you take a definite stand on each at the outset, however, you will be spared innumerable questions relating to service business.

### Scope of Operations

On this point there are two schools of thought: (1) you may want to

service all brands for which you can obtain genuine parts at a discount, or (2) confine your service operations to only the brands you sell. Obviously, the first plan requires a somewhat larger parts inventory, but offers in return a larger field of sales prospects; the second, a smaller parts inventory but also a smaller sales prospect potential. All things considered, it is usually more profitable in the long run to service as many makes as you can get genuine parts for at a discount.

But what about the several manufacturers—all respected names in the industry—who will not supply service literature for their products nor grant trade discounts on parts to any but their authorized servicing agents? In the first place, not many of these appliances will be brought to you for service, for most of them will be

taken to an authorized service station as suggested in the user's instruction booklet; and, in the second place, what few do come your way should be referred tactfully to the nearest authorized servicing agent. This does not necessarily mean the loss of a prospect even in such isolated cases. Indeed, most persons will appreciate your directing them to where they can obtain the best service available and some will be so impressed with your attitude to service only what you can service well that they may return later to make a substantial purchase. Who can tell? You may be swapping a four-dollar flatiron fixup for a freezer sale.

### Prices and Terms

**Parts Pricing.** You will no doubt prefer to use the retail price lists of each manufacturer in order to avoid

censure in the event that anyone should compare prices—even though you know that the virtually typical 25% off list is a rather narrow margin to work on. Some manufacturers with whom you deal may offer somewhat larger parts discounts, but in any case you must plan your ordering carefully, avoiding small orders whenever possible, so that the transit charges will not tend to obliterate the markup.

Occasionally, however, you cannot help ordering a single two- or three-dollar part for one customer because at the time you will have no immediate need for other items from that same source of supply. In such instances you may justifiably add to that customer's service fees the postage as well as any other special handling charges.

If you deal in parts for some of the makes which have no suggested list prices (there are several), the

OFFICE RECORD—FILE IN HARD FILE		4323	
NAME	ADDRESS	PHONE	EQUIPMENT RECEIVED FOR REPAIR OR TEST—ITEMS AND INSTRUCTIONS
DATE REC'D	DATE PAID		
CHARGES			
LABOR			
ITEMIZED MATERIAL (see separate sheet)			
SERVICE CHARGE			
PICKUP & DELIVERY			
REPAIR	TEST		
SENT TO FACTORY			
RETURNED FROM FACTORY			
TOTAL			
FORM AP 10		CLAIM CHECK	

TO BE DELIVERED TO CUSTOMER

ALL REPAIRS STRICTLY CASH

4323

FORM AP 10 ORIGINATED BY AUTOMOTIVE SYSTEMS, INC. 1956 A. S. F. TRADE MARK REG'D U. S. PATENT OFFICE

PRESENT THIS CHECK WHEN CALLING FOR MERCHANDISE. Not responsible for loss by fire or theft. Work not called for in 30 days will be sold for scrap.

ARTICLE

DATE

ORIGINATED BY AUTOMOTIVE SYSTEMS, INC. U. S. F.

**MOST IMPORTANT** single form is the repair tag. This one, reprinted with permission of Automotive Systems & Forms Co., Inc., is typical of the three-part type in general use. The back of the center portion has spaces for itemizing materials used and the back of the claim check portion bears the dealer's name. The center portion becomes the complete job record and is filed away.





**A SERVICEMAN** may spend most of his time actually making repairs, but at least 20 percent of his working hours will be spent in non-productive jobs like ordering parts, quoting prices or tracing delayed orders. That's one reason why careful organization and planning is necessary to make a service operation return a profit.



markup is entirely up to you—but it should not be less than 50%.

Miscellaneous standard electrical supplies—such as attachment plugs, screw-on wire connectors, eyelets, fuses, and so forth—which cost but a few cents each and are usually bought in hundred lots should be marked up 100%.

**The Service Charge** for an appliance repair job must cover a great deal more than the labor expended although this fee is usually computed from the serviceman's working time. To aid you in your effort to arrive at a time charge that will be fair to your customers and reasonably profitable to you, these "hidden" costs have been classified below into three groups. Mull over each a moment or so before getting down to the actual business of setting up a rate:

1. In addition to the overhead chargeable to the service department, an allowance should be included in the time charge markup to cover the

cost of miscellaneous supplies—which never appear separately on the customer's invoice—such as lubricants, cleaning fluid, sandpaper, tape, and asbestos string; under this classification we may also include perishable tools, such as files, drills, hacksaw blades, grinding wheels, and so on.

2. Some lost time is unavoidable, for your serviceman must occasionally talk with customers, prepare and quote a few estimates every day (some of which will be rejected), he must telephone a jobber now and then to inquire about a delayed order, and, even though your stenographer does typewrite parts purchase orders, your service man will have to gather the information for them. Moreover, when parts shipments arrive, he will have to unpack, check, and identify the parts, then allot the items ordered for specific jobs and revive these inactive work orders so that the jobs which have been awaiting parts will be included in the next day's work, and,

finally, your serviceman must put the remainder of the parts order in the proper stock bins. These necessary though not directly productive duties make it all but impossible for you to collect for more than about 80% of the service department labor you must pay for every day—and this proportion varies little with the number of service department employees. For example, if you employ only one man, about 20% of his time will be necessarily nonproductive; if you have three, two could be fully productive but the third man would be a semiproductive supervisor; if your department grows to the extent that you will require four or five men, one will be a nonproductive supervisor.

3. A reasonable allowance must be made for human error, for even the most conscientious and thoroughly skilled mechanic is not infallible. Of the three groups of indirect costs, however, this one is indeed the least—even trivial—but this allowance must be considered along with the rest. In this category will fall not only the reservicing of a repaired appliance under the terms of the service warranty, but also the one-in-a-hundred job which must be reworked before it leaves the bench because of a testing or an assembly error. This does not mean that every rework job is necessitated by a mistake on the part of your serviceman, for sometimes he will unintentionally install a faulty new part—one which has suffered concealed damage in transit. You may decide later, when you have had time to study average time charges, to establish flat rates for most of your service operations, but until you do it will pay you in the long run to grant your service man the privilege of adjusting service charges to a reasonable amount when there is an overrun of labor.

Taking all the foregoing indirect costs into consideration, a suitable retail time charge for service operations may be arrived at by marking up the direct cost of labor from 100 to 150%. If this wide latitude of the suggested

markup surprises you, bear in mind that even with equal skill and efficiency the fixed operating or overhead costs will vary greatly with different dealers.

The computing of the hourly service charge, however, is the first of two steps in preparing your rate schedule.

For the final step, you should establish a base price for charges up to and including the first half-hour which would be somewhat higher for this initial period than for subsequent time charges for the same transaction. In other words, when you have fixed the retail hourly rate, increase the first half-hour charge by approximately 33% additional to arrive at this base price. You don't need to be told how handling costs will snatch a bigger bite from your markup as the selling price of a service transaction goes down.

Here is an example: Assume that you pay \$1.50 an hour for labor and after studying your fixed overhead you decide to use the minimum markup of 100%. This, of course, would make your retail hourly rate \$3.00. Now if you use a half-hour (\$1.50) as a minimum time charge, plus 33% (50¢) for the first half-hour as suggested above, your rate schedule would read like this: \$2.00 for the first half-hour or fraction thereof, and seventy-five cents for each quarter-hour thereafter.

**Terms.** Almost every customer—even those with preferred credit who buy everything else on open account—will expect to pay the service charges when they pick up a repaired appliance. Hence, it is no trouble to maintain a strict C. O. D. policy. Every dealer, however, knows his own customers best and you may wish to make an exception once in a while, but a uniform C. O. D. policy does help to hold down service department costs.

#### Guarantees

**Servicing In-Warranty Appliances.** Generally, small appliances sold by you and returned to you for servicing within the warranty period should be sent to your nearest authorized service sta-

(Continued on page 168)

## LAST OF A SERIES

This is the last of a series of nine articles. The first eight were designed to teach a beginning serviceman the mechanics of his trade. This final installment contains essential information on ways to make service a profitable business.

For dealers who missed one or more of the preceding installments (which began in the April, 1955, issue) and who wish to complete a serviceman's training program the editors will be glad to send them free of charge tear sheets of any while they last. Just send your name, address, month of issue and page numbers to Editor, Electrical Merchandising, 330 West 42nd St., N. Y. 36, N. Y. If you missed them all the entire series will be published in book form sometime during 1956 by the McGraw-Hill Book Co.

The editors gratefully acknowledge the cooperation of the Robert L. Painter service shop, 9th & Edgemont Ave., Chester, Pa., in providing the use of its facilities for making all the photographs used in the series.



Dealer Charles McCrann, left, answers men's questions while . . . his wife stresses styling to women. Together . . .

# They Sell 500 Air Conditioners a Year

**I**N Corpus Christi, Tex., a husband-wife team is proving that "low-pressure" pitches on room air conditioners will move units in volume.

Operating out of a comparatively small store on a semi-suburban street, the McCrann's sold about 500 air conditioners last year.

In 1954, the first year the store really went after air-conditioning business, it sold enough units to earn a trip to Miami for McCrann.

The McCrann's depend on institutional advertising to create telephone inquiries and visits to the store. Excellent window displays also help in drawing prospects. All advertising stresses quality and brand names. Credit terms are mentioned but no percentage figures appear in any advertising.

## No Price Advertising

"We simply try to sell people on the idea that they get about what they pay for in air-conditioning and that we can give as much as any dealer and more than most," McCrann points out. "The basic purpose of our advertising is to induce people to come to the store and look around, or telephone us to come out and talk air conditioning. By staying away from price, we eliminate a lot of price shoppers. That means that when we do induce a person to come to the store or telephone us to come

out, he is not shopping on strictly a price basis."

In his selling, McCrann sizes up his prospect to determine what appeal will interest him most. If the prospect is a man, McCrann usually begins by pointing out that what the customer is buying is not a unit at so much money but cooling force. Then he demonstrates a unit, hooked up in the store and stripped down so that the prospect can see the essential parts in actual operation.

Then he shows him a chart of the various conditioners on the market and the BTU ratings of each. He goes farther and breaks down the cooling power of his conditioner and that of competitive makes and shows that the cost per cooling unit for his conditioner is cheaper than others. A man who is mechanically-minded takes to this sort of selling, McCrann finds.

## The Woman's Angle

Mrs. McCrann is excellent in selling women, her husband declares. In talking to a prospect, she utilizes a unit actually operating in a window and stresses style and beauty. Her next selling point is quietness, and she calls attention to the quietness of the unit in operation.

Both stress the fact that the unit they feature can remove as much as four pints of moisture from the air per hour, and in an area of high

humidity this is a highly practical selling point.

## One Line Policy

Although the concern features a single line of room conditioners, it stocks a few other makes, for two reasons. In the first place, a customer occasionally insists on some other make than that which the company features. In that case, there is a least

one unit on the floor which the company can sell him. More important, however, is the use of the other makes for comparison purposes in talking about the featured unit. A competitive make stands on the floor stripped down, so that the prospect may compare its component parts with those of the featured line. This is a highly practical way of demonstrating the

(Continued on page 180)



**EMPTY AIR CONDITIONER CRATES** are stacked alongside reserve stock to give impression that store carries exceptionally wide inventory of air conditioners. Prospects think either that McCrann is over-stocked or that he does tremendous volume. Either way they are tempted to come in store.



Now

COLGATE

**POPS UP**

with an  
amazing  
new  
detergent  
that's ...



...recommended for per  
in any automa

IN ANY automatic washing machine, AD—  
Colgate's remarkable new Advanced  
Detergent—is recommended for best washing  
results.

Yes, package-for-package, AD's cleaning  
and whitening ingredients combine to  
*outwash any other product*—or the consumer's  
money is refunded.

Here's why: AD produces just the right  
amount of suds. Not too many to clog the  
machine, preventing it from working at top  
efficiency. And not too few suds to make  
housewives feel their clothes aren't getting  
*completely* clean.

Your customers will pop with good-will  
toward *you* if you recommend AD to them.  
Why not do that every chance you get?

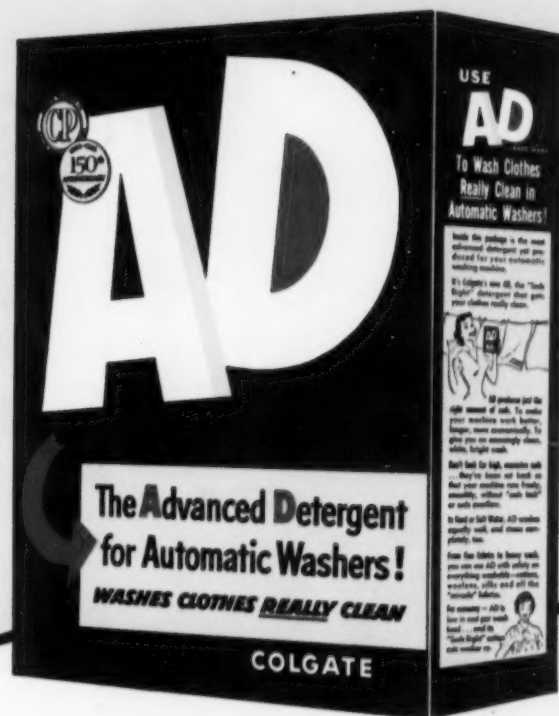
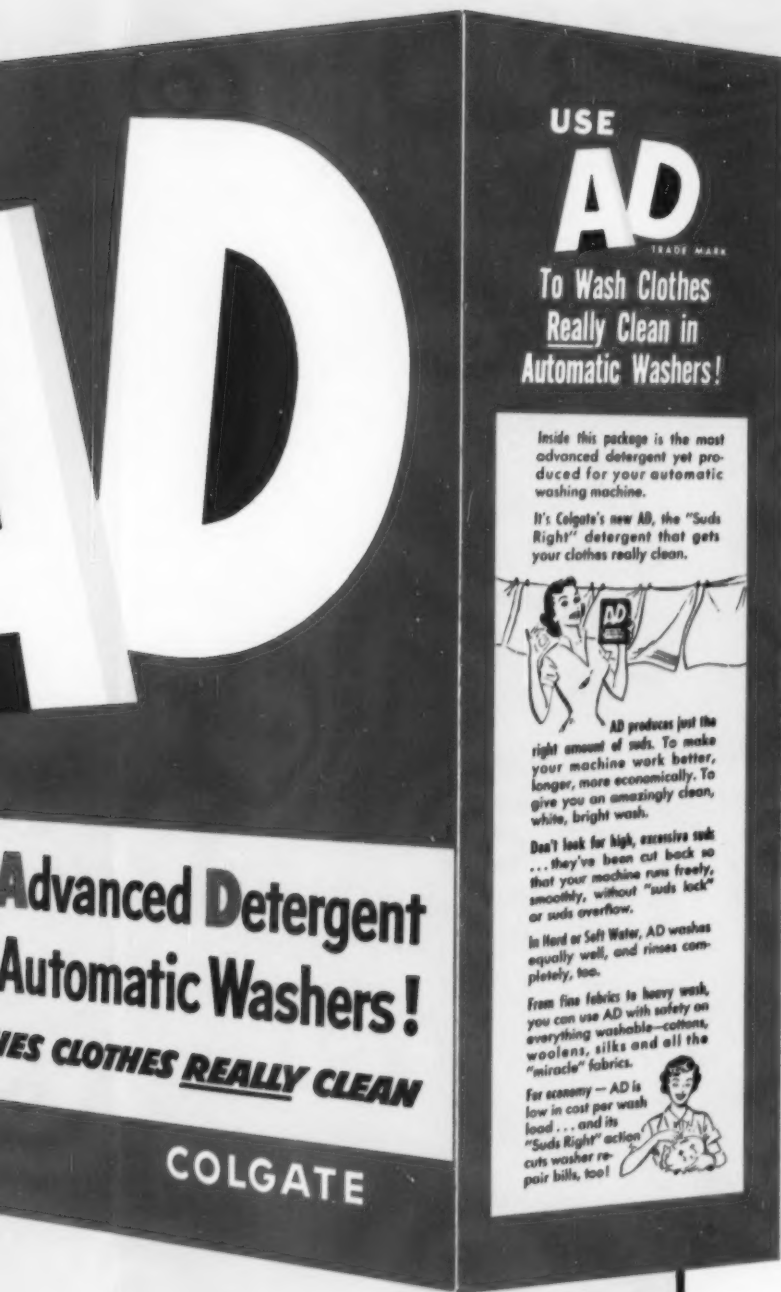


Recommend **AD** to your cus





# perfect washing results automatic washer!



customers!

# CHECKLIST of 1956\* AUTOMATIC WASHER FEATURES

Company No. Models	Trade Name	Model No.	Type Top or Side Loading	Type Washing Principle	Capacity Dry Clothes Lbs.	Max. Hot Water Rate Gals.	Drum Size	Extraction Speed RPM	Interior	Exterior	Other Features
<b>ALTONFER BROS.</b> (4 models)	ABC-O-Matic	81 71 61 91	top " " " " " "	eccentric agitator " " " " " "	9 9 9 9	15 15 15 15	no no no no	550 550 550 550	porc. " " " " " "	white porc. " " " " " "	manual fill, then automatic interior light, cycle gauge lights, look-in lid look-in lid
<b>APEX</b> (4 models)	Wash-A-Matic	6010 6011 6014 6015	top " " " " " "	agitator special tub " " " " " "	8 8 8 8	11 1/2 to 15 11 1/2 to 15 11 1/2 to 15 11 1/2 to 15	yes yes yes yes	625 625 625 625	fiberglass " " " " " "	white porc. " " " " " "	no unbalanced loads colored illuminated control panel; water level selector; suds return kit extra instructions fired on lid Fumica top in 7 colors available rubber tub, instructions fired on lid instructions fired on lid, manual fill, then automatic
<b>AUTOMATIC</b>	Washer-Dryer Comb.	W-1	front (gas dryer)	tumbler	9	18 - 20	no	yes	porc.	white baked enam.	no unbalanced loads colored illuminated control panel; water level selector; suds return kit extra instructions fired on lid Fumica top in 7 colors available rubber tub, instructions fired on lid instructions fired on lid, manual fill, then automatic
<b>BARTON</b> (1 model)	Washer-Dryer Comb.	No. B420	top	oscillating agitator	9	13.1	no	yes	fiberglass	white baked enam.	colored illuminated control panel; water level selector; suds return kit extra instructions fired on lid Fumica top in 7 colors available rubber tub, instructions fired on lid instructions fired on lid, manual fill, then automatic
<b>BENDIX</b> (7 models)	"Tumbler Action" "Power Surge" "Economy" "Power Surge" "Dualmatic" Washer-Dryer Comb.	WFG WFK WFL WFL WFL CFV	front top top " " " " " "	tumbling energized water oscillating agitator energized water oscillating agitator tumbling	9 9 9 9 9 9	11.3 21.6 17.2 18.4 17.2 18	no yes no no no no	525 650 none none none 505	porc. " " metal porc. metal porc.	white baked enam. " " " " " " " " " "	instructions fired on lid Fumica top in 7 colors available rubber tub, instructions fired on lid instructions fired on lid, manual fill, then automatic
<b>BLACKSTONE</b> (1 model)	Washer-Dryer Comb.	250	top	oscillating agitator	8	13	no	yes	stainless	white baked enam.	instructions fired on lid, mechanical fire-o-tron controls
<b>EASY</b> (2 models)	Washer-Dryer Comb.	ADE ACE	top " "	oscillating agitator " "	8 8	20 1/2 21	yes yes	yes yes	porc. porc.	white baked enam. " "	automatic 10-in. sash cycle; part and full controls; lighted dials lighted dials
<b>FRIGIDAIRE</b> (3 models)	Imperial Deluxe	WY-65 WY-35 WY-45	top " " " "	oscillating agitator " " " "	8 8 8	18 19 1/2 19 1/2	no yes no	yes yes yes	porc. porc. porc.	white, white, yellow, green white porc. white DuLux	suds saver; detergent measure; leveling guides; port. kit suds saver; port. kit; leveling guides suds saver; port. kit; leveling guides
<b>GENERAL ELECTRIC</b> (3 models)	Washer-Dryer Comb.	WAGSOM1 WAGSOM1 WAGSOM1	top " " " "	oscillating agitator " " " "	9 12 12	21 1/2 21 1/2 24	no no no	yes yes yes	porc. porc. porc.	white baked enam. " " " "	instructions fired on lid, water saver instructions fired on lid, water saver automatic detergent dispenser; push button controls double tub, perforated inner tub double tub, perforated inner tub
<b>HAMILTON</b> (2 models)	Washer-Dryer Comb.	No. 312x " 222x	top " "	oscillating agitator " "	9 9	17 - 18 17 - 18	no no	yes yes	porc. porc.	white DuLux " "	counterbalanced door safety spin switch; water temperature selector
<b>HOTPOINT</b> (5 models)	Washer-Dryer Comb.	LK2 LJ3 LJ2 LJ1 LJ7	top " " " " " " " "	oscillating agitator " " " " " " " "	8 8 8 8 8	8 to 27 8 to 27 8 to 27 8 to 27 8 to 27	yes yes yes yes yes	yes yes yes yes yes	porc. porc. porc. porc. porc.	white porc. " " " " " " " "	instructions on lid, warm or cold water rise selector instructions on lid, warm or cold water rise selector instructions on lid, warm or cold water rise selector instructions on lid, warm or cold water rise selector instructions on lid, warm or cold water rise selector
<b>KELVINATOR</b> (5 models)	Washer-Dryer Comb.	WAF9 WAF6 WAF2 WAF2 WAF2	top " " " " " " " "	eccentric agitator " " " " " " " "	9 9 9 9 9	15 15 15 15 15	yes yes no no no	yes yes yes yes yes	porc. porc. porc. porc. porc.	white or 3 colors baked enam. white DuLux " " " "	counterbalanced safety lid; automatic pre-treat cycle, 2-way water temp. selector, interior light, signal lights, fluorescent backwash light, counter- balance dial, 2-way water temp. selector flexible automatic control; 2-way water temp. selector 3-position semi-automatic control; manual fill
<b>MAYTAG</b> (2 models)	Washer-Dryer Comb.	No. 102 " 102	top " "	oscillating agitator " "	— —	18 18	yes yes	yes yes	white porc. white porc.	white porc. white porc.	automatic in balance switch; channel-chamber tub suds saver accessory; interior light; automatic water level control; safety lid suds saver accessory; double spin tub balancing; channel-chamber tub
<b>NORGE</b> (6 models)	Washer-Dryer Comb.	AW-450-L5 AW-450-L5 AW-450-L5 AW-450-L5 AW-450-L5 AW-450-L5	top " " " " " " " " " "	oscillating agitator " " " " " " " " " "	9 9 9 9 9 9	11 11 11 11 11 11	yes yes yes yes yes yes	yes yes yes yes yes yes	porc. porc. porc. porc. porc. porc.	white enam. " " " " " " " " " "	Automatic suds saver; safety spin suds saver; safety spin suds saver; safety spin suds saver; safety spin suds saver; safety spin suds saver; manual fill
<b>ONE MINUTE</b> (2 models)	Washer-Dryer Comb.	N255BP N455BP	top " "	oscillating agitator " "	8 to 9 8 to 9	— —	no no	yes yes	porc. porc.	white baked enam. " "	dial panel board controls; water saver; water balanced tub water saver; water balanced tub
<b>PHILCO (DEXTER)</b> (2 models)	Washer-Dryer Comb.	W-255 W-253	top " "	oscillating agitator " "	8 8	21 21	no no	yes yes	porc. porc.	enam. " "	push-pull start; side-hinge door; work light; fluorescent control panel; time control calibrated for partial load; ball point balance adjusts speed to loads, variable water temp. control; special fabric setting ball point balance adjusts speed to load; special fabric setting
<b>SPEED QUEEN</b> (3 models)	Washer-Dryer Comb.	A-12-C A-12-A A-15-A	top " " " "	oscillating agitator " " " "	9 9 9	14 14 14	no no no	yes yes yes	porc. porc. porc.	white baked enam. " " " "	built-in suds saver; stainless steel tub built-in suds saver; manual setting on dial for small loads built-in suds saver; same as A-12-A with flat top; control dials right rear; no automatic control of suds saver
<b>WHIRLPOOL</b> (7 models)	Washer-Dryer Comb.	CA-40 CA-50 CA-55 CA-80 CA-85 CA-90 CA-95	top " " " " " " " " " " " "	oscillating agitator " " " " " " " " " " " "	8 8 8 8 8 8 8	24 24 24 24 27 27 27	no no no no no yes yes	yes yes yes yes yes yes yes	white porcelain " " " " " " " " " " " "	white porcelain " " " " " " " " " " " "	hinged top; 24 1/2 in. wide; castor kit available; chrome trim hinged top; 24 1/2 in. wide; castor kit available; chrome & gold trim suds saver; 24 1/2 in. wide; castor kit available; chrome & gold trim guide light control panel; 2 water level selectors; gold, red, green trim delicate fabric dial setting; gold, red, green trim suds saver; guide light control panel; 2 water level selectors; delicate fabric dial setting interior light; 2 speeds; 2 cycles; full width colored fluore. control panel; sunlamp; 3 water level selector; textured gold, red trim control panel; sunlamp; textured gold, red trim
<b>WESTINGHOUSE</b> (4 models)	Laundromat Washer-Dryer Comb.	L-9 H-1 W-1 L-8	front " " " " " "	inclined tumbler " " " " " "	9 8 8 8	10 to 16 16 12 to 21 10 to 18	no no no no	yes yes yes yes	porc. porc. porc. porc.	white Ebon or 2 colors " " " " " " " "	soap 'n' water saver, portable; 25-in. wide, soap 'n' water saver, 2000 soap 'n' water saver.

\*Frigidaire, Hotpoint, Maytag and Westinghouse are 1955 models, 1956 lines not introduced at press time.

Reprinted from Electrical Merchandising, November, 1955.



## Air Conditioning's Biggest Year?

CONTINUED FROM PAGE 80

for first thinking of purchasing a unit in only 26 percent of the homes.

• **Installation and Service.** About a quarter of the units required a new 220 volt circuit before it was installed, Du Pont researchers found. Almost one half of the households require some sort of wiring change.

There was relatively little service required. General check-ups and cleaning or replacement of filters represented over 60 percent of total calls. Only 15 percent of the units had required a service call at all. Forty-seven percent of service calls were covered by warranty.

Almost half (47 percent) of service calls were handled by the original dealer; 31 percent were handled by service companies, 15 percent by electric shops and seven percent by members of the household.

In about 40 percent of the households the unit was installed by a member of the household. Another 35 percent were installed by the dealer and electric shops installed 11 percent.

### What's It All Mean?

At this point the individual dealer may be questioning the significance of such a variety of data. It seems certain, however, that the thoughtful dealer will be able to find implications here that have a significance in the operation of his own business. It is already a foregone conclusion that manufacturers, using data like the Du Pont survey as well as research work by their own experts, are coming up with conclusions which will help pinpoint their merchandising efforts.

Mitchell vice-president Howard Haas, for example, says that the findings in the Du Pont survey indicate that "a dealer's best customer is someone who has purchased at least one room air conditioner in the past, and that the installation and service crews of a dealer can be a powerful influence in multiple unit sales, which have only been scratched in this market."

"People buy air conditioners to keep cool," Haas continues. "But, they also must rationalize their purchase, and very often they do through the health advantages of air conditioners. Besides its ability to cool, an air conditioner must be well styled and operate quietly. These are three most important buying motives and can either make or break a sale."

Hotpoint's Scaife says that on the basis of his firm's surveys, the dealer should be "pushing larger horsepower models, talking the right price to the customer, recommending the first air conditioner be placed in the bedroom, and talking features if he wants to increase sales."

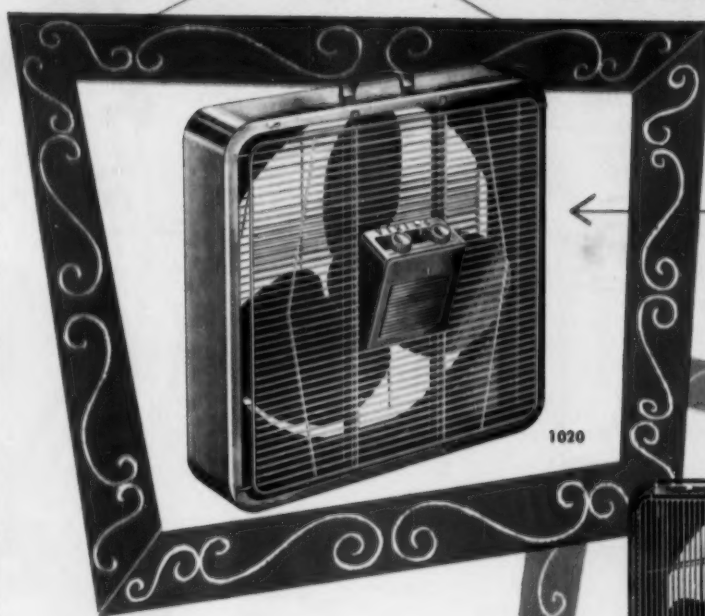
All of this bespeaks a somewhat more orderly approach to marketing than the room air conditioner industry has known in other years. This, together with the industry's inherent growth potential, spells out a promising future for those equipped to go after their share of the available business.

And, in 1956, that business promises to be bigger than ever. End

# Picture This For Volume Fan Sales

## New 20" Viking FAN WITH THERMOSTAT

Thermostatic controls permit owner to "Dial Away the Heat". It's electrically reversible and portable. Exhaust rated at 2500 CFM\*. Floor stand, roll-up stand and window spacer kit available at extra cost. Order No. 1020



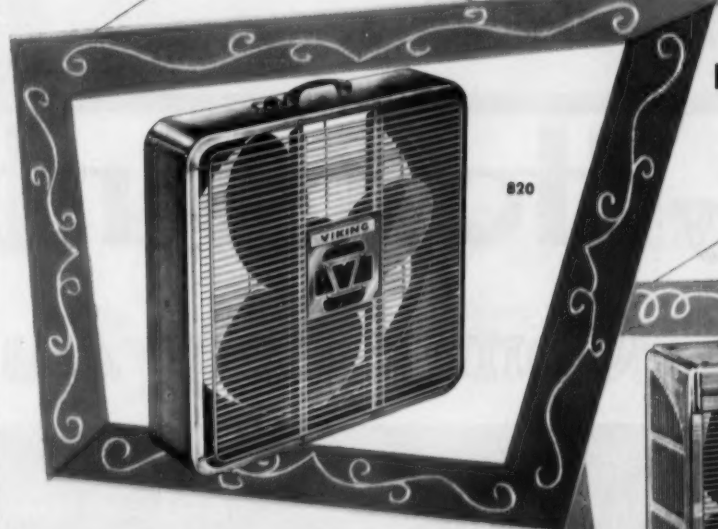
## Sales-Tested 20" Viking Fan

Set sales records in 1955. A portable and reversible circulating or exhaust fan. Exhaust rated at 2500 CFM\*. Roll-up stands, floor stands and window spacer kits available at extra cost. Order No. 920



## Low Cost Cooler, 20" Viking Fan

A new popularly priced fan designed to help you build store traffic. A portable, circulating or exhaust fan. Exhaust rated at 2400 CFM\*. Window spacers, floor stands and roll-up stands available at extra cost. Order No. 820



## Fast-Selling 22" Viking Window Fan

Electrically reversible for exhaust or intake cooling. Features handy pushbutton controls and four powerful but quiet blades. Exhaust rated at 3500 CFM\*. The most powerful window fan made. Order No. 955

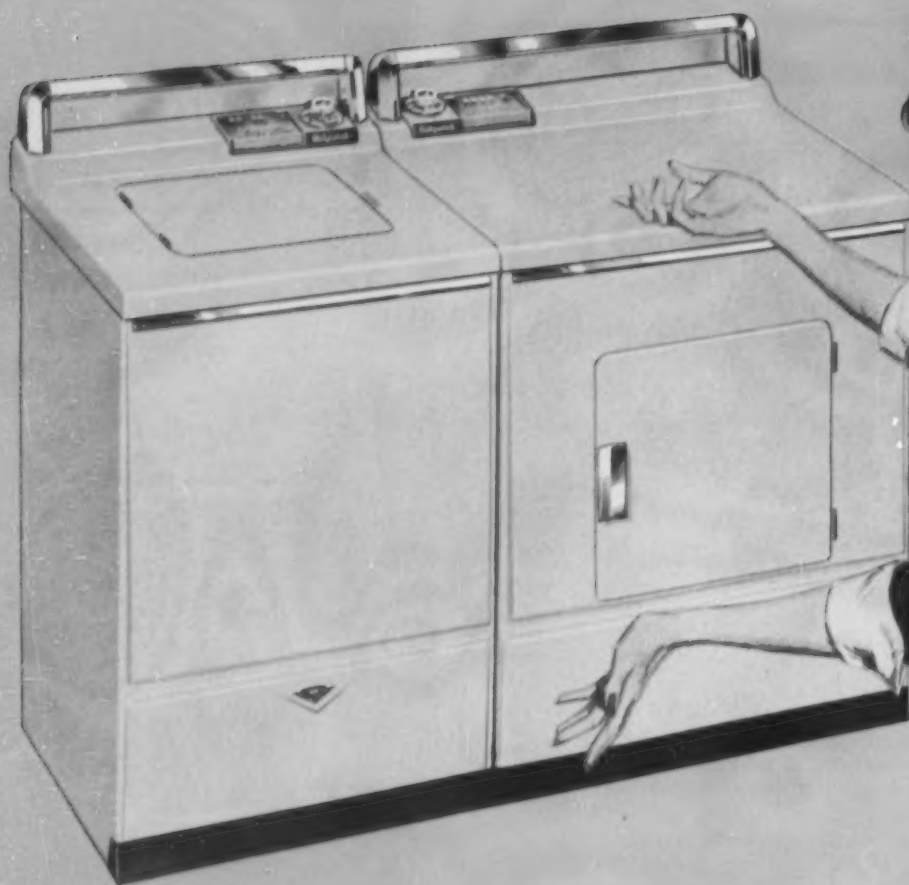


A short line of popular Viking Fans in the two sizes that accounted for 84% of the window fan sales in 1955. Gives you maximum dollar volume for your investment in inventory. Plus Viking's popular Co-op Selling Support. See your Viking Distributor for complete details before you order fans for 1956!

Products of the ... **Viking Air Conditioning**  
Division of The National-U. S. Radiator Corporation  
5601 WALWORTH AVENUE, CLEVELAND 2, OHIO



\*All Viking Fans are rated according to standards set by the Propeller Fan Manufacturers' Association as indicated by this seal.



New HOTPOINT SUPER DELUXE PUSHBUTTON HOME LAUNDRY

# Only Hotpoint Offers Completely Automatic

World's First And Only Pushbutton 2-Cycle Automatic Washer—  
Uses 33% Less Hot Water Than Any Other Leading Automatic!



**New COLOR-LIGHTED PUSHBUTTONS**—automatically pre-select both wash and rinse water temperatures—an exclusive Hotpoint selling feature!

**Exclusive ALL-FABRIC WOND-R-DIAL**—lets you choose the right washing cycle for every fabric—from blue jeans to Nylons. Automatic full or partial loads.



**All-New AQUA-RINSE ACTION**—Rubber-Tipped Aqua-Rator washes more thoroughly—more safely—Full Power Jet Spray Rinse and Deep Overflow Rinse carry lint, suds and soil up and out!



**New AUTOMATIC SEDIMENT SWIRL-OUT**—traps heavy sand and soil at the bottom of the tub and swirls them out and down the drain automatically! Both clothes and Washer stay sediment-free. No cleaning of sediment trap.

World's First And Finest Sealed Chamber Dryer... No Heat,  
No Lint, No Moisture Can Escape—NO VENTING Required!

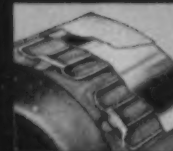


**New PUSHBUTTON TEMPERATURE CONTROL**—provides full-range temperature selection or tumbling without heat—safely dries everything from blue jeans to Nylons!

**PRECISION AUTOMATIC TIMER**—lets you select proper drying time from 15 to 60 minutes plus 30-minute extra period for hard-to-dry items... automatically!



**SEALED CHAMBER DRYING**—(1) purified, heated dry air (2) takes moisture and lint from the clothes (3) cold water spray condenses moisture (4) lint and water are pumped down into the drain.



**SEALED CALROD® UNITS**—safe, even heat for fast, economical drying. Hermetically glass sealed for years of dependable service. Same type as used on Hotpoint Ranges—no open coils.





New HOTPOINT DELUXE  
PUSHBUTTON HOME LAUNDRY

New HOTPOINT VALUE-LEADER AUTOMATIC HOME LAUNDRY

## Pushbutton Washing and Drying for ALL Types of Fabrics!

SALES MAKING EXCLUSIVES ON ALL MODELS

*only Hotpoint offers*

All-Porcelain Finish . . . inside and out  
Plus All-Steel One-Piece Wrap-Around Construction  
In All Automatic Washer Models!

*only Hotpoint offers*

All-Porcelain Chassis and Drum . . .  
Plus Hermetically Sealed Calrod® Units  
In All Automatic Dryer Models!

*plus* Dozens of top features that will give you  
top sales volume and profit in 1956

SEE THE COMPLETE, ALL NEW 1956 HOTPOINT  
HOME LAUNDRY LINE OF STYLED-MATCHED  
WASHER-DRYER PAIRS PRICED  
FOR EVERY MARKET!

Available in 5 Hotpoint Colortones and White

*look to*  
**Hotpoint**  
*for the finest-first!*

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALS® • WATER HEATERS • FOOD FREEZERS  
AUTOMATIC WASHERS • CLOTHES DRYERS • AIR CONDITIONERS • CUSTOMLINE

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## For efficient venting of dryers Sell Your Customers FLEX-VENT®



... A complete line of easy-to-install kits  
containing all materials necessary  
for economical outdoor venting.

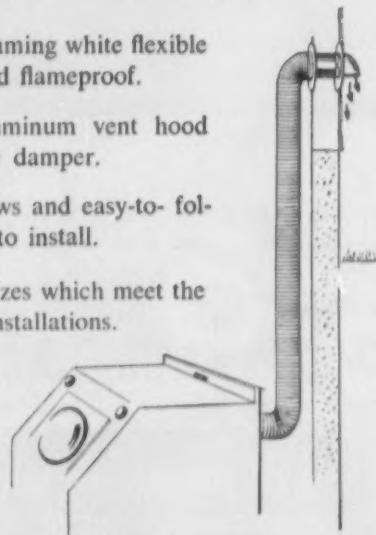
You will find that Flex-Vent Kits will enable you to wring more profits out of your dryer sales, and you will make more satisfied customers at the same time.

Flex-Vent Kits are designed and packaged to move easily in and out of your stockroom. Each kit contains the following:

- A tailored length of gleaming white flexible tubing — washable and flameproof.
- A weatherproof all-aluminum vent hood with built-in automatic damper.
- Necessary clamps, screws and easy-to-follow instructions ready to install.

You need stock only four sizes which meet the requirements for all dryer installations.

**WRITE TODAY** for more information about these profit-making Flex-Vent Kits. Approved by leading dryer manufacturers.



Flex-Vent Kits Are Completely Manufactured By

### Flexible Tubing

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Flexible Tubing Corporation

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Please send me more information on Flex-Vent Kits.

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Title and Company \_\_\_\_\_

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City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## Weather Hurts 1955 Fan Sales

CONTINUED FROM PAGE 83

pared to 16.4 percent of the volume in 1954. The "higher priced \$60-\$80" classification dropped 15 percent.

Electric reversibility is becoming more and more important. Most leading manufacturers all have models with this feature. Multi-purpose, portable window fans with disappearing carrying handles and panels or other window mounting features that make it simple to snap the fan into and out of the window, to do double duty in various rooms in the home, are also gaining in popularity.

A slight increase in twin window models was reported by some leading makers. Demand for this type unit is still only a small fraction of the demand for single unit models. The 20-in. box or suitcase type, with mounting facilities is edging out twin models in some markets. It is expected, nevertheless, that there will continue to be a substantial market for twin fans especially for hard to fit casement windows and other installations where appearance is a factor.

A trend toward box type fans was noticeable in many 1955 lines. However, expert opinion says that box type fans without panel for window mounting did not sell as well at the same price as a good exhaust fan that could be mounted readily. While portability is a very salable fan feature, the public is becoming more and more educated to the proper use of a fan, and expect some means of mounting in the window, especially for night cooling.

### Desk and Bracket Fans

Sales of desk and bracket fans were definitely off in 1955, dropping from 3,825,000 units in 1954 to 2,525,000 units in 1955—a 34 percent decline. At retail, however, some manufacturers report increases of three percent in the sale of this classification, although all manufacturers report lower factory shipments.

The trend continues to be away from oscillating desk and bracket type fans toward the non-oscillating velocity fans.

From the Table 3 breakdown of desk, bracket, and pedestal fan sales by sizes, furnished by NEMA members, it can readily be seen that the "10-inch and smaller oscillators" were in greatest demand, accounting for 37.3 percent of the total. A breakdown by price in Table 4 reveals that more than half the total sales were in the "under \$20" category. Another third were in the "\$20-\$40" bracket.

### Hassock Fans

It was another off-year for hassock fans, which took the greatest beating of all fan types in 1955. A total of 220,000 units were sold, at an average retail price of \$48.50, aggregating \$10,670,000. This is 38.9 percent under 1954 in unit volume and 37.6 percent lower in dollar volume.

Industry opinion on hassock fans has not changed in the past year. Leading producers all carry improved

models in their lines, and the general feeling is that there is a continuing yearly market for this type fan, particularly for use in conjunction with air conditioning in homes and in offices.

### Kitchen Ventilating Fans

Kitchen ventilating fan sales were one of the few fan categories that showed an increase in 1955, when another 860,000 built-in units of ceiling and wall types, plus the hood-type range ventilators were sold in 1955. This is a 4.2 percent increase in units sold at an approximate retail value of \$30,100,000.

Sale of kitchen ventilating and small exhaust units have been on a steady upgrade in the past several years. A kitchen ventilator has become standard equipment in almost all new residential construction, and as more and more emphasis is put on kitchen modernization, a ventilator to carry off cooking fumes has become a must in practically all remodeling jobs. Increased sales of automatic dryers has also stimulated sales of these small exhaust units. Like attic fans, the greater portion of kitchen ventilating business is done through builders. And the use of hoods installed directly above the range is growing each year in popularity.

### Portable Roll-Arounds

Sale of portable roll-around fans totalled 165,000 units in 1955, a 5.7 percent decline from 1954. Feeling in the industry concerning the future importance of this type fan is mixed. Prior to 1954 only one or two manufacturers carried roll-around in their line. However, during 1954 most major companies added a roll-around model. In 1955 several more came into the field. Some straddled the demand by offering a tubular accessory complete with wheels for use with one of the standard fan heads.

At the end of 1955 only a few manufacturers indicate satisfaction with volume done in this category. Most manufacturers expressed disappointment.

The market for this larger portable for home use is not clearly defined. Portability and ease of movement is desirable. For homes with windows of a size not suitable for conventional type window fans it is a natural. It is also promoted in some areas for use as a substitute for attic fan installations, without the added expense of installation costs. Strategically placed at an attic window in the average six room house, with doors and windows open, it makes an ideal night cooler for the entire house. This was particularly true in earlier years before 20-inch window fans became popular. But now with the 20-inch window unit the same purpose is accomplished in many homes without presenting any storage problems of where to put the pedestal accessory.

In commercial establishments the market for large pedestal air circulation has decreased as stores, restaur-

(Continued on page 120)



# '56 PROOF PROOF



## **Amana** *Air Command* ROOM AIR CONDITIONERS

the "Step-Up" Line with

- ★ Up to 12% Greater Capacity
- ★ Highest Capacity Ratings
- ★ A Model for Every Command

Read How YOU  
Can Command Extra Profits  
with **Amana** *Air Command*

# COMMAND EXTRA PROFITS with



Your community is full of hot prospects for fast, easy, high-profit "Air Command" sales! For now Amana gives you a full line of superior Air Condi-

tioners designed for effective selling! Nine exclusive "Air Command" models, in three big volume price groups! You sell 'em up, *up*, *UP*... from a thrifty Scot "merchandising" unit, to a top-value, extra-profitable *Deluxe*... to a magnificent, enormously profitable *Year 'Round*!

When you sell Amana you sell the best. "Air Command" Air Conditioners are husky, big-capacity, top-quality units. They deliver up to 12% more cooling capacity, meet all power factor requirements and feature the mighty Amana Powercompact Refrigeration Unit. Yes, Amana honestly delivers full, rated horsepower... plus amazing power in reserve!

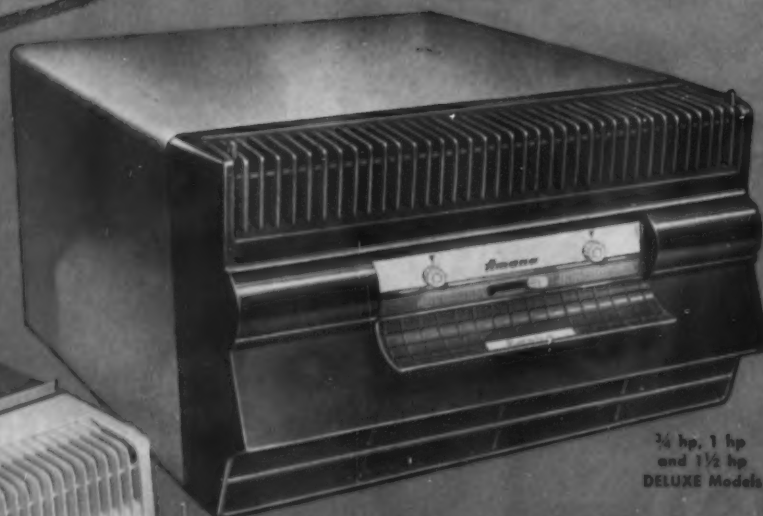
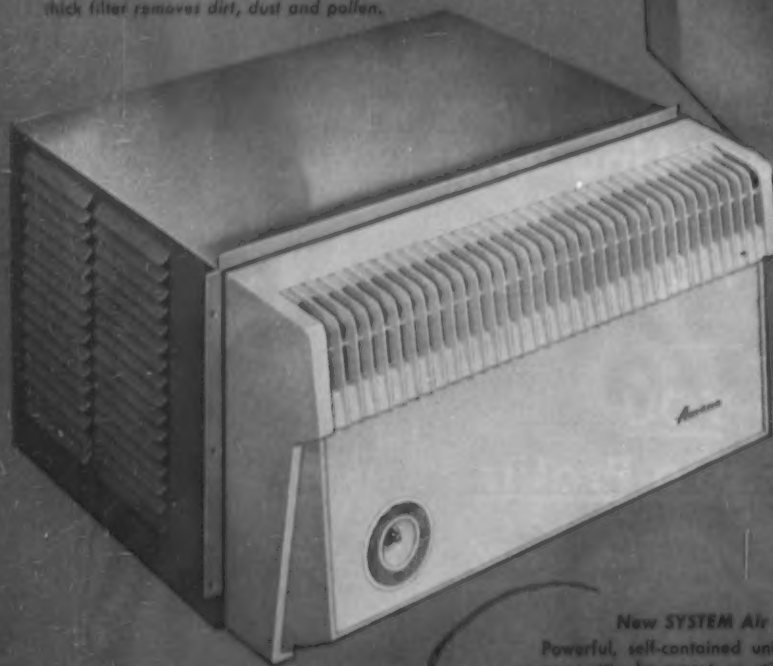


## PROFITS GO UP... AND UP... AND UP!...

1/2 hp and 3/4 hp  
SCOT Models

### Build Lively Floor Traffic with these Super-Thrifty Merchandising Models!

Now, sell genuine, big-capacity Air Conditioners for less than others charge for under-powered, over-rated units! Mighty Powercompact Refrigeration Unit is whisper-quiet, with tremendous reserve power. Super-size air outlet delivers large air volume without drafts. Extra-large, extra-thick filter removes dirt, dust and pollen.



3/4 hp, 1 hp  
and 1 1/2 hp  
DELUXE Models

### Cash In with these Tremendously Popular, Super-Value Models!

They cool without drafts... and dehumidify, ventilate, filter and circulate! Exclusive Jet-Flow air-handling system boosts cooling capacity as much as 12%! Exclusive "Wall-of-Silence" double sound barrier makes Amana the quietest Air Conditioner on the market! Fully automatic Thermostat Control maintains any desired room temperature. Other big features: completely sealed, trouble-free Powercompact Refrigeration Unit, plus 100% air filtration! Deluxe models fit any window, mount flush inside or out, or any position in between!

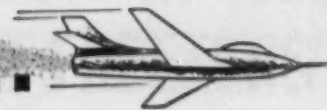
### New SYSTEM Air Conditioning, too!

Powerful, self-contained unit cools entire home! Quick, easy attic, basement, or utility room installation. Prefab air ducts. No plumbing, no water! Easy-to-install unit operates on electricity alone.





# the Great New "STEP-UP" Line...



1/2 hp, 3/4 hp,  
1 hp and 1 1/2 hp  
YEAR 'ROUND Models

## These Incomparable, Feature-Loaded Models Pay You Rich Profits!

No other Air Conditioner provides true balanced climate—all year! That means big-volume Year 'Round sales and a bundle of extra dollars in your pocket—because now more folks than ever look for the utmost in luxurious hot-weather comfort!

- ✓ **Exclusive Jet-Flow Cooling.** Unique Amana air-handling method boosts cooling capacity up to 12%!
- ✓ **Extra-large, extra-thick, scientifically processed Amana-Magic Filter** removes dirt, pollen, smog—even odors!
- ✓ **Dial-Matic Timer** turns conditioner on and off automatically! Skips days when owner is away!
- ✓ **Exclusive "Wall of Silence"** double sound barrier assures whisper-quiet performance!
- ✓ **Simple, Single-Knob Glider Control!**
- ✓ **Dehumidifies**—wings gallons of excess moisture from the air each day!
- ✓ **Ventilates and Exhausts**—replaces stale air with fresh while it cools!
- ✓ **Chill-Check Heater**, now with greater-than-ever capacity, warms gently on cool days!
- ✓ **Completely Automatic Thermostat** maintains any desired room temperature!
- ✓ **Handsome Brown or Ivory Cabinets**... fit any window, flush inside or out!

## HOW TO COMMAND YOUR SHARE OF BIG AIR COMMAND PROFITS!

Find out how you can qualify for the extra-profitable Amana "Air Command" franchise. See how you can substantially boost your Air Conditioning profits. Write or wire today for all the facts!

## Three More Extra-Profit Amana Advantages!

### 1. CONSUMER PREFERENCE

The famous century-old Amana tradition of fine craftsmanship—maintained today in our efficient, ultra-modern plant—pays off big for you! Amana Air Conditioner sales moved up more than 300% in '55! This sweeping public acceptance is one of your strongest assets!



### 2. PROTECTED PROFITS

Consistently, Amana dealers make higher net profits than other appliance dealers... because recognized product superiority and sensible pricing insure full profits. Your high profits are protected, too... by constant top quality, the highest trouble-free performance record in the industry, plus liberal product warranties and service policies.



### 3. POWER ADVERTISING

#### Pre-Sells "Air Command" for You!

Heavy schedules in big, important national magazines win profitable customers for you. And over the entire nationwide CBS-TV network, THE PHIL SILVERS SHOW—with help from lovely Laraine Day—creates many more hot prospects. In your own community, powerful, strong-sell co-op ads win plus customers... pull more people in to buy from you!



# Amana

World's Largest Manufacturer of Food Freezers  
Producer of Freezer-Plus-Refrigerators • Built-Ins  
System and Room Air Conditioners

AMANA REFRIGERATION, INC. • AMANA 16, IOWA

"Backed by a Century-Old Tradition of Fine Craftsmanship"

# AMERICAN BLOWER HELPS YOU SOLVE THESE EVERYDAY BUSINESS PROBLEMS

When you standardize on American Blower's complete line of fans and blowers, you simplify and smooth out many problems that arise in business.

**You reduce inventory.** Stocking competing lines invariably means duplication of sizes. You'll gain more shelf space, and minimize shipping mistakes, by stocking one line in the most called-for sizes.

**You help your own salesmen.** Learning the nomenclature, the "ins and outs" of several lines wastes valuable sales time. A single line simplifies the salesman's job — lets him serve customers better and faster.

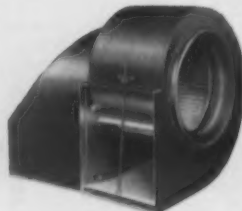
**You save clerical expense.** Handling multiple lines of ventilating equipment means higher clerical expenses. *One* line makes bookkeeping easier, frees employees for other work.

**Standardize on American Blower** — the most *complete* line of propeller fans and blowers, attic fans, and home ventilators offered by any manufacturer. Your nearest American Blower Branch Office is the place to call for complete information. Call today.



## VENTURA FANS

A complete line of propeller fans for commercial and industrial ventilation. Certified ratings. 10 to 72 inches.



## UTILITY SETS

Designed for general supply or exhaust duty where duct work is required. Self contained. Multi-blade wheels — 3 to 36 inches.



## HOME VENTILATORS

An Aeropel home ventilator is ideal as a kitchen fan, or for many small commercial ventilating jobs. Quiet, easy to install, smartly styled.



## ATTIC FANS

For comfort cooling at low cost in homes, apartments, hotels. V-belt drive, low fan speed. Models for vertical or horizontal operation.



**BUILDING — THROUGH BUSINESS —**  
FOR A BETTER AMERICA!  
**support**  
**Junior Achievement**

AMERICAN BLOWER CORPORATION, DETROIT 32, MICHIGAN  
CANADIAN SIROCCO COMPANY, LTD., WINDSOR, ONTARIO  
Division of *American-Standard*

**AMERICAN 75 BLOWER**

## 1955 Fan Sales

CONTINUED FROM PAGE 116

rants and offices become air conditioned. However, there is a market for this type fan in industrial plants. This, it is expected, will off-set any commercial sales declines.

### Attic Fans

Although the market for attic fans in the deep South is fairly well saturated, plus the fact that many new homes are now being air conditioned, the market in central and northern parts of the United States is increasing every year. Attic fan volume rose from 125,000 units in 1954 to 140,000 units in 1955. This is a 12 percent gain in units. The average retail price dropped from \$131 to \$125, aggregating an approximate retail value of \$17,500,000.

Value has remained fairly constant in the attic fan field for the past several years. And with the increased acceptance in northern, heavily populated areas, the market for these should increase for the next several years.

### Inventories

Distributor and dealer stock piles generally are in much better shape going into 1956 than they were at the same time last year. In some markets where hot weather didn't arrive fan inventories are slightly larger than usual. North of the Mason and Dixon line inventories are way down. In the South stocks are somewhat lighter because buying has been fairly tight.

Weather was cited as the best promotion by far for the fan business. NEMA's "May Days Are Fan Days" comes next to weather in importance. However, some manufacturers expressed the opinion that elaborate promotions in late May and early June are not particularly fruitful unless accompanied by good hot weather. Displays in department stores, dealers' floors, home shows etc, plus an occasional good price promotion are all listed as having merit.

### Predictions

Always taking into account the unpredictable weather, the fan industry in general looks forward to 1956 as a much better year for manufacturers, distributors and dealers alike. Here are some direct quotes:

"Unless unseasonably cold weather should deter us, 1956 should prove to be the very best year in our history."

"Because of the great growth of air conditioning more and more people have learned that it is important to be comfortable. Many will interpret that comfort search into a fan purchase."

"1956 should be an excellent year, the heat in North and East cleaned out stocks last summer . . . purchases in the South were very conservative, there's no evidence of heavy carry-over . . . this should make a good overall season for 1956."

"Prices got as low as \$24.95 for an exhaust model although their range was from \$29 to \$39 with about \$10 extra for electrical reversibility. This is a straw in the wind for 1956 . . . the biggest event will be price competition in window fans." *End*



# "I EXPECT MY REVCO SALES TO INCREASE 100% IN 1956 BECAUSE OF BIG DEMAND FOR LARGE CHEST FREEZERS"



Mr. E. A. Welsh, Sr., in his appliance store

Mr. E. A. Welsh, Sr., of Welsh Bros., Lumberton, N. C., says, "Once you demonstrate the advantages of the Revco aluminum liner over conventional steel liners, freezer sales are easy. Our customers realize the savings in having large freezers—and the Revco exclusive features close the sale for us," he continued.

**"My customers tell me they want large chest freezers that are trouble-free."**



Mr. Mark D. Lemmond and Mrs. Sidi Stewart

"In fact," continues Mr. Mark D. Lemmond of Lemmond Electric Company in Monroe, N. C., "we estimate that we'll sell 50% more Revco large chest freezers this year. The Revco Demonstration kit is the most powerful sales clincher we've ever seen. It really works."

**"Our population is only 1,000 but we've sold up to 12 Revco large chest freezers a month!"**



Grady Boyd, John Eldridge, Albert Purden, Gladys Strikland and Cecil Moody

Mr. Cecil Moody of Moody Bros., Furniture Co. in Nahunta, Ga., has his route salesmen prove to prospects that Revco's exclusive construction eliminates freezer sweating and provides more cubic feet of storage space per dollar than any other freezer.

**Revco Chest Freezers  
Are Selling Fast—  
And Here's Why:**

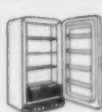
1. Only Revco has a complete line of large chest freezers in different price ranges.
2. Only Revco can prove the lowest cost per cubic foot.
3. Only Revco can prove (with a startling consumer demonstration) the fastest freezing action in the industry.
4. Only Revco has the advantages of an all-aluminum liner with aluminum tubing bonded to the liner.

# Revco

**SPECIALISTS IN REFRIGERATION**



Chest Freezers



Uprights



Dinette Freezers



Built-in

© REVCO 1955

**Revco Trend-Setting Products**

**You are not really in the freezer business without the Revco Chest Line**

**WRITE FOR THE  
COMPLETE STORY TODAY!**

Let us prove to you why so many dealers are realizing new and important profits from Revco freezers. Now, more than ever before, you need the profitable Revco large chest freezer line. This coupon will bring all the facts promptly.

REVCO, INC.  
DEERFIELD, MICHIGAN

Please rush the full story on the Revco large chest freezer program. Prove to me—without a doubt—that Revco and only Revco has a freezer line I can't afford to be without.

Name \_\_\_\_\_  
Firm name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_

# *For greatest impact on* **Back your promotion selling power of**

## **FOUR REASONS WHY THE TRIBUNE SELLS MORE!**



**1** More readers! The Tribune reaches hundreds of thousands more families than any other Chicago newspaper. It can place your product story before the people who account for the bulk of the purchases in Chicagoland appliance stores.



**2** More buyers! When Chicagoland families want information on which to base buying decisions, they turn to the Tribune more than to any other medium. They know it brings them by far this market's largest selection of home merchandise offers.

CHICAGO'S most powerful selling force joins your team when you build your promotion around the Chicago Tribune. You get more sales action from dealers—more buying action from consumers—maximum effectiveness at every level of the great Chicago market.

On every count the Tribune earns its rank as Chicago's dominant hard lines medium. Because of its proven ability to get best results, general advertisers of appliance store products place more of their promotion funds in the Tribune than in all other Chicago newspapers combined.

Your advertising in the Tribune pays greatest dividends when you base it on a consumer-franchise plan developed after an analysis of your sales opportunities in Chicago. With such a plan you can make every promotion dollar you invest in this market more productive.

**YOU OWN THE STRONGEST CONSUMER-FRANCHISE IN CHICAGO . . .**



# both sides of the counter... with the the Chicago Tribune!



**3** More trade impact! A schedule in the Tribune helps your factory and distributor salesmen sell Chicago dealers as nothing else can. Many of these merchants rely exclusively on the Tribune for their own advertising programs.



**4** More dealer support! Retailers merchandise your line more aggressively when you promote it with advertising in the Tribune. They know from experience the Tribune brings them more store traffic and more pre-sold customers.

Dozens of manufacturers have used a Tribune consumer-franchise plan to increase sales and to nail down strong Chicago market positions. Let us tell you about them and how a consumer-franchise plan can help you. Get the full story from a Tribune representative.

## Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Chicago  
W. H. Hattendorf  
1333 Tribune Tower  
Superior 7-0100

New York City  
E. P. Struhsacker  
220 E. 42nd St.  
Murray Hill 2-3033

Detroit  
W. E. Bates  
Penobscot Bldg.  
Woodward 2-8422

San Francisco  
Fitzpatrick Associates  
155 Montgomery St.  
Garfield 1-7946

Los Angeles  
Fitzpatrick Associates  
3460 Wilshire Blvd.  
DUnkirk 5-3557

MEMBER: FIRST 3 MARKETS GROUP AND METROPOLITAN SUNDAY NEWSPAPERS, INC.



**WHEN YOU BUILD IT WITH ADVERTISING IN THE CHICAGO TRIBUNE!**

ELECTRICAL MERCHANDISING—FEBRUARY, 1956

PAGE 123

products less attractive as loss-leaders.

Sahloff and almost everyone else in the trade is surprised at the reaction to the price cuts. Historically, distributors and dealers have fought hard to protect any inroads on their historic margins. It is surprising, therefore, that a number of retailers now agree that the moves were realistic, that a few think G-E could have sliced margins even more, and that so few have threatened to throw out the line.

For this, G-E owes thanks to one of the malpractices which their move is ostensibly designed to correct. That's the granting of extra allowances to dealers. Extra fives have been the rule rather than the exception in the industry for some time. The practice has been deplored but it has spread. Now, many retailers and distributors think that by thinning down the distributor margin the G-E move will do away with such "hondeling"—as Sahloff describes it. Because of this they call the move realistic.

However, there are others in the trade who openly question whether these retailers are themselves being realistic. They argue that big accounts are still going to shop one distributor against another to get their preferential discounts. The "extra five" may disappear but the "extra three" will probably take its place.

The biggest complaints so far, says Sahloff, have come from hardware distributors. Significantly enough, no electric distributor has called it quits because of the move. Some wholesalers have complained loudly, but within a week have ordered 100 percent of their quota with the observation that, on second look the new policy doesn't seem bad.

## The Retail Reaction

How about retailers? Most reactions so far has come from the bigger stores. Their reaction has been mild, probably partly because the department store is in the process of changing its thinking on profits from terms of percentages to dollars. In this light the move doesn't look too bad. It promises extra volume to make up for the percentage points lost. And it promises to put the store in a competitive position—a position which is being eagerly sought by more and more department stores.

The reaction of the small dealer is another matter. There have been beefs from some of these merchants. It's a big question as to just how serious these complaints will get. By and large, the small accounts have been weeding out their housewares lines for some time, maintaining those which provided Fair Trade protection. In many cases G-E has been one of the lines retained. Now, G-E is quite frankly gambling that the small retailer will see the long range implications of the move clearly enough to live with the smaller margin. If the retailer doesn't have this vision—and if other manufacturers continue to offer the dealer his full, historic mark-

up coupled with Fair Trade protection—G-E could suffer heavy losses in the ranks of its small dealers.

Sahloff wouldn't like that. "We want to keep the dealers we have. The backbone of our business is the little dealer. If we lose the little dealer we lose everything. He's the bulk of our business. He's Americana."

(There's undoubtedly a great deal to this, even though it's no secret that G-E has been wooing—and winning—the department store recently.)

Actually, the "small" dealer may be more receptive to G-E's new thinking than many people now realize. The new concept of thinking of margins in terms of dollars rather than percentages is being credited largely to department stores. But many appliance dealers have been thinking along the same line for some time now. At the NARDA-sponsored Institute for Management in Washington last summer, for example, most of the dealers in attendance agreed on the wisdom of such a policy. And in a speech this fall Milwaukee dealer George Pazik took dead aim at the percentage concept and the retention of historic but unrealistic margins. Said Pazik:

"We would just love to get our \$6.65 on that iron or \$200 on that refrigerator—but the consumer will not pay profit margins that we cannot earn. He will not tolerate or accept profit margins based on history, habit, custom or greed. He will pay 1955

profit margins on 1955 selling realities. You can't enforce a law that is supposed to guarantee you a profit that you can't earn. . . . I have neither the time nor the talent to prescribe for the ills of the industry and that is not my function here today but I will touch briefly on the dollar contribution method of figuring profits as being one of the several answers for increasing volume. . . . This system ignores profits completely. . . . (and) is based on a volume operation. Since volume is to be all-important in this business it is worthy of our thoughtful study."

Some small dealers are, it is obvious, keeping pace with the big stores in thinking along these lines. Nevertheless, the average small dealer may be tougher to convince than the big stores. How is Sahloff going to get his story across? "By hitting the road and spending money. Our problem is to get out into the wilderness to tell the dealer. And we'll do it personally. We'll be on the road for the next 12 months."

G-E is also budgeting extra money to take its story to the consumer. "The ad budget for 1956 runs to \$15 million, more than we've ever thought of spending before."

## The Competition Reacts

G-E's move was a well-guarded secret and reaction from other manufacturers was slow in coming. For over a week the principal comment was

## The Appliance Dealer as seen by . . .



...THE MANUFACTURER...



...THE DISTRIBUTOR...



...THE CUSTOMER...



...HIMSELF...

simply that other firms were "studying" the move. As the mid-January Chicago housewares show approached it was not yet clear what course the competition would take.

"The way I see it," one buyer told ELECTRICAL MERCHANDISING, "the others can do one of two things. They can meet the cut across the board. Or they can cut prices on key items—the items they're strongest in. The effect would be that G-E would be faced with a strong competitor at its price in each merchandise category—Toaster on toasters, Universal on coffee-makers, and so forth."

"But," this source continued, "I don't think some of the other full line boys will want to play it that way. It would make them look like pretty weak sisters in comparison with G-E. So they've got to make a decision; will they do better by maintaining their prices or by meeting G-E's prices?"

Initial reactions gave no real clue as to what the general trend would be. National Presto promptly sliced prices on its entire line. Toastmaster, after telling the *Wall Street Journal* that it was planning no price cuts and that it would not cut prices to meet the action of another manufacturer, took a second look at the situation. On January 3 vice-president W. E. O'Brien revealed that it was matching G-E's toaster price on its 1B14 toaster in a move aimed at "stabilizing the housewares industry." O'Brien added that "quick, positive action was needed to counteract concern among the trade when another appliance manufacturer recently reduced prices on its entire line. Our move gives Toastmaster distributors and retailers a high volume promotional model to meet competition without sacrificing profits on the entire line."

In other moves, Casco cut its steam iron from \$18.95 to \$15.95 and Westinghouse lowered its steam iron to \$14.95 (from \$17.95) and a dry iron to \$11.95 (from \$12.50). No other reductions are planned, Westinghouse said. Casco took trade paper ads to emphasize that "in this period of questionable judgements when wholesalers' discounts are being reduced or threatened, Casco stands firm on its traditional policy of a full discount."

In early January, Landers, Frary & Clark cut prices on six of its housewares products while maintaining customary distributor and dealer margins.

Many of these actions, however, appeared to be only the first step in meeting G-E prices. In particular, the trade was waiting for word from Sunbeam. The two firms have been waging an all-out battle for dominance in market after market across the country.

While the ultimate outcome is still in doubt it is abundantly clear even now that the G-E move has effectively stopped all consideration of higher

(Continued on page 128)





1  
3-SPEED WINDOW FAN

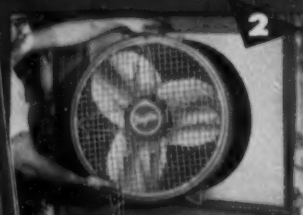
- HANDSOME
- VERSATILE
- POWERFUL
- LOW PRICED

## Dayton 20" TRI-DUTY Window Fan

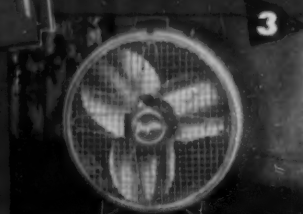


No. 7F210

- 3-SPEED MOTOR
- LIFT-OUT FAN UNIT



2  
FAN UNIT IS REVERSIBLE



3  
POWERFUL CIRCULATOR

## An Instant Sales Success in 1955 IMPROVED FOR 1956 FAN MARKET

A complete sell-out last year — and will be a bigger sales sensation this summer. The tri-duty comfort features, chrome beauty and low price creates instant sales appeal. Fan provides efficient, dependable room window ventilation and air circulator cooling service for home, apartment, office, store, etc.

Compact 20½" fan head and 22" x 31" wide window panel makes up the Dayton Tri-Duty Fan. Fan head has quiet 20" blade powered by 3-speed, 115V, Dayton motor with high speed of 1000 RPM. Fan delivers 3250/2210/1600 CFM. Built into 20½" dia. steel frame with chrome plated woven wire mesh on both sides. Four-position fan switch, carrying handle and base support are mounted on frame.

**FOR WINDOW FAN SERVICE:** Fan head is retained in 22" x 31" steel panel with two simple but positive spring-lock clips that are easily released with finger pressure. Fan head can be placed in panel to either exhaust room air or turned about to blow fresh, outside air into room. Panel and frame are finished in smart pearl gray enamel. Panel extends to 39".

**FOR AIR CIRCULATOR SERVICE:** The handsome fan head is removable and portable. It has carrying handle and sturdy base support.

Improvements in the Dayton 20" Tri-Duty Fan include new 3-speed switch, new resiliency in motor mount, new support frame, new carrying handle and gray color cord. Model No. 7F210. Recommended list price, \$71.75. Liberal dealer discount. Order sample.



**DAYTON ELECTRIC MFG. CO.**  
SALES OFFICE: 102 S. OAKLEY BLVD., CHICAGO 12



COMPLETE DAYTON LINE  
WILL HELP YOU SELL  
LARGER MARKET IN 1956

## Dayton Fans

MANUFACTURERS of Dayton Fans and Blowers—Dayton Motors—Tool Pumps and Water Systems—Speedaire Air Compressors

# HE CAN'T STAND PEOPLE TALKING ABOUT HIM!

**That's why Kennecott is spreading  
the word to your customers  
about **SKIMPY WIRING!****

YOU ARE BEING HAUNTED by the electrical delinquent who lives in *eight out of ten* of your customers' homes! He's Skimp Wiring, the hidden pest who strangles the free flow of power needed by modern home appliances. As long as consumers remain ignorant about Skimp Wiring, selling your air conditioners, dishwashers and the like is going to be slowed down radically!

BUT STRAIGHT TALK can rout Skimp Wiring! Telling your customers about him is the first step in his elimination. That's why Kennecott's adequate wiring advertising can be so helpful to you! It's an educational campaign that tells homeowners *how to spot and how to get rid of inadequate wiring.*

ADS LIKE THE ONE BELOW are running in the Saturday Evening Post and This Week magazines. *They're all yours!* A national adequate wiring campaign you can use as a local campaign of your own!



## **FREE! PROMOTIONAL MATERIAL!**

Tell your customers the vital story of adequate home wiring. Send today for poster-size blowups of Kennecott's full-page Saturday Evening Post and This Week magazine ads for display in your store. Get free sample copies of the educational booklet, "The ABC of Home Wiring." Ask for list of at-cost prices for large quantity orders of material available for your direct mail use. No cost or obligation! Just write on your letterhead to Kennecott Copper Corporation, Dept. M26, 161 East 42nd Street, New York 17, N. Y.



## **Kennecott Copper Corporation**

Fabricating Subsidiaries: CHASE BRASS & COPPER CO. • KENNECOTT WIRE & CABLE CO.






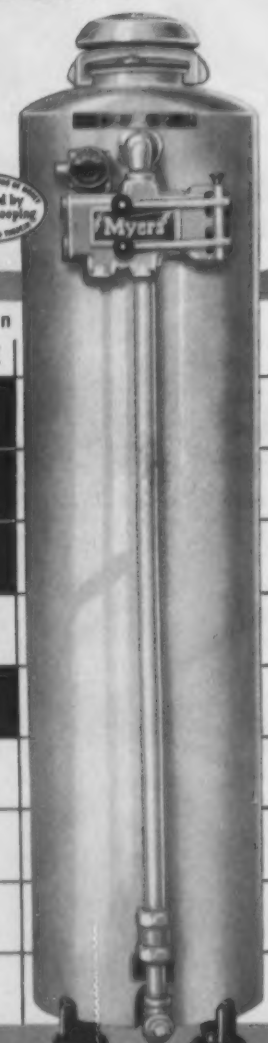
### SKIMPY WIRING

"Dead End" Kid of the  
Electrical Business!

**NEW MYERS WATER SOFTENERS**

**...with the profit-making features**

Here's how the exclusive new Good Housekeeping-guaranteed semi-automatic valve on the new Myers Softener stacks up with five competing semi-automatic valves!

Guaranteed by Good Housekeeping

Semi-automatic valves of five well-known competitors	MYERS	A	B	C	D	E
Bypass during regeneration						
Automatic rinse						
Protected against salt entering service lines						
All brass construction						
Hermetically sealed control-device clock						
Rinse-flow control						
Backwash-flow control						
Automatic backwash						
Automatic bypass						

Find out today about this great new **Myers** Softener and the brand-new promotion that goes with it!

**Myers**  
WATER SOFTENERS

THE F. E. MYERS & BRO. CO. • 4602 ORANGE ST., ASHLAND, OHIO

## Hubbub in Housewares: What's Happened

CONTINUED FROM PAGE 124

prices. Many sources in the industry had been freely predicting price increases to take effect after Christmas. Now the pendulum is swinging in the opposite direction.

### The Long Range Implications

Sahloff disclaims any intention of setting an example for any but the small appliance industry. But there is little doubt that G-E's attack on historic margins will, if successful, have repercussions in other lines.

At this point it is impossible to predict the ultimate success of the G-E move. There has been and will continue to be considerable opposition to it from manufacturers, distributors and dealers who feel that they are barely making a living from today's prices. These groups will resist strongly the effort to trim any further their return on housewares.

If successful, however, the G-E move will be carefully studied in other industries. This does not necessarily mean that margins in any other field will be cut. It is Sahloff's contention that conditions vary from industry to industry. Since he is attempting to tailor his mark-up to fit the actual circumstances he has found in the small appliance field, it follows that similar action in other fields will depend to a large extent on conditions in these specific industries.

There is, nevertheless, enough similarity between the small appliance and the major appliance-radio-TV fields to

cause a lot of second-guessing in these latter industries. Thus, the entire appliance industry must consider Sahloff's words carefully when he says:

"Through national advertising and promotion manufacturers have shouldered more and more of the selling functions historically assumed by retailers. Manufacturers have taken over more and more of the packaging function. Manufacturers have taken over most of the job and the inherent costs which go along with product servicing. In turn, the consumer has been pre-selling himself and assuming more and more middle-man responsibilities through cash and carry and self-service."

It is undoubtedly true that these developments have gone further in housewares than in major appliance or radio-TV. But they are taking place in all these fields in some degree.

In recognition of these developments and because of competitive pressures, many dealers have for some time been selling "off list," in effect voluntarily tailoring their margins to today's market. This has been true particularly of non-Fair Traded goods. Now, a manufacturer is asking its dealers to take basically the same action on Fair Traded merchandise.

The most significant aspect of the G-E action may be the realization that both manufacturer and retailer recognize the same changing market condition and are moving in the same direction in meeting them. **End**

## Hubbub in Housewares: Sahloff's Speech

CONTINUED FROM PAGE 89

of the long trade discounts offered them, had learned how it was possible to cut manufacturer's list prices, and thereby maintain margins which resulted in a new profit to them.

Third, there was a definite need to broaden the base of our marketing pyramid to give both of us the opportunity to sell more goods. It became obvious lower prices would vastly broaden the scope of this activity. The mass market in the lower and middle income brackets presents itself as a great opportunity for maximum growth and must be vigorously exploited. As you know, we already have had some outstanding examples of this in our blanket and vacuum cleaner departments. We know the favorable reaction the low price coffee maker and mixer have made on the trade, and what the price reduction of our toaster has accomplished for our mutual businesses. As recent examples, which should be fresh in your minds, are the new circulating fan at \$9.95 and a window fan at \$39.95.

Fourth, our institutional selling job has been well done. There are many housewives in America who would buy our products if they could afford the price for them.

This part of the study also showed that through national advertising and promotion, manufacturers have should-

ered more and more of the selling functions historically assumed by retailers. Manufacturers have taken over more and more of the packaging function. Manufacturers have taken over most of the job and the inherent costs which go along with product servicing. In turn, the consumer has been pre-selling himself and assuming more and more middle-man responsibilities, through cash and carry, and self-service.

Fifth, we should manufacture a full line of small appliances by product, but limited in number, to those models most suitable for mass marketing. This would allow the distributor to go to the retailer with one complete well-known brand line. We have been following this policy and the recent transfer of radio to this division is a further indication of the company's efforts in this direction.

The sixth and final point was the recognition it was essential to our progress we spend even more money at the local level than we have been spending in the past.

As a result of these findings, we developed a program to reduce consumer list price on all products affected, through the lowering of gross margins to the manufacturer and distributor, and reduce mark-ups to the

(Continued on page 133)

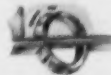




new Hamilton washers and dryers  
 with wonderful **Touch-and-Go controls**  
 help you cash in on the home laundry bonanza!

Hamilton for '56 gives you the performance demonstration of the year! Hamilton, with new *Touch-and-Go*

*Controls* does *any* washday job in seconds! On the Hamilton Washer, just Touch!



for temperature selection *and* automatic Suds-Saving. Touch!



for a choice of two separate,

completely automatic washing cycles. On the new Hamilton Dryer, a Touch!



gives perfect

drying weather for each fabric type. Touch!



and get just the right drying period for any load.

For handsome products . . . matchless performance . . . stronger-than-ever  
 promotion . . . and undiluted home laundry profits—sell

**Hamilton** for '56!

all-



### All-new Hamilton '300'

Simply beautiful to look at . . . beautifully simple to use! Gleaming white cabinets, accented with silver and gold.

*Touch-and-Go Control* areas, hooded with gold, and flooded with soft, colorful light.

Model 375 Automatic Washer, perfectly matched with Model 385E Electric Dryer or Model 395G automatic-ignition Gas Dryer.

### New budget-priced Hamilton '200'

The smart appearance of the Hamilton '200' gives no hint of its modest price!

Polished silver and soft blue set off the *Touch-and-Go Control* areas. Model 275 Automatic Washer pairs with Model 285E Electric Dryer, Model 290G Gas Dryer or Model 295G automatic-ignition Gas Dryer.





**new Hamilton automatic washers  
and dryers with wonderful**

# Touch-and-Go controls

Here's the secret of washday-in-seconds!

Handsome new Hamilton washers and dryers,  
with wonderful *Touch-and-Go Controls*, do any  
washday job at a finger's touch! Right here—  
right now—see for yourself why Hamilton,  
with *Touch-and-Go Controls*, is the  
home laundry story of the year!

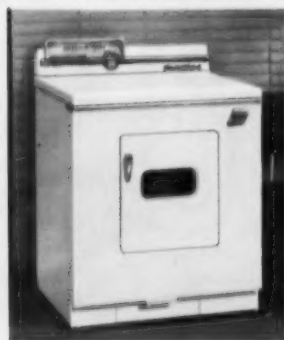
# Hamilton

*the name women know and trust*

## HAMILTON '300' SERIES



**Model 375 Automatic Washer**—Hamilton's finest! Accented in gold and silver, floodlit *Touch-and-Go Control* area. Dual Selecta-Cycle Control gives Full or Short cycles, automatically. For optional automatic Suds-Saver order Model 375-R.

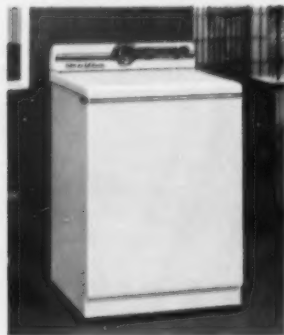


**Model 385E Electric Dryer**—Hamilton, the original clothes dryer, now smarter looking, harder working than ever! *Touch-and-Go Controls* give perfect drying temperatures for each fabric, just the right drying period for each load.

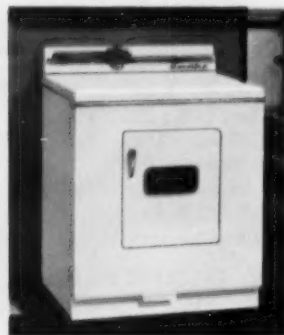


**Model 395G Gas Dryer** with automatic ignition. *Touch-and-Go Controls* give just the right drying temperature, just the right time. Hamilton's unmatched experience insures speedy, safe drying that's wonderfully gentle, too!

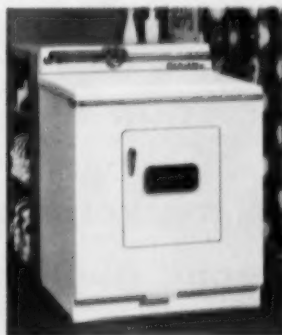
## HAMILTON '200' SERIES



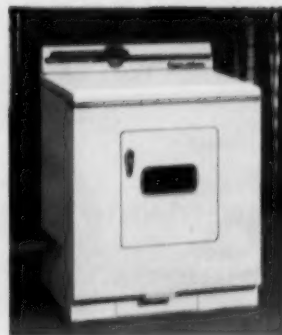
**Model 275 Automatic Washer**—Best budget buy from Hamilton! *Touch-and-Go Controls* include water temperature selector and Selecta-Cycle Control, which can be adjusted for varying loads. Smart looking, and completely automatic!



**Model 285E Electric Dryer**—Full Hamilton quality, full size, fully automatic. *Touch-and-Go Controls* make it simple to select perfect drying periods and temperatures. Exclusive Hamilton drying method is fast, safe and gentle.



**Model 290G Gas Dryer** with manual pilot ignition. *Touch-and-Go Controls* select time and temperature at a finger's touch. Hamilton, the original clothes dryer, gives you a matchless array of drying features.



**Model 295G Gas Dryer** with automatic ignition. *Touch-and-Go Controls* give instant selection of perfect drying time and temperature. Safe, gentle, speedy Hamilton drying conditions your clothes while it dries them.

**Hamilton** has the  
features others can't have!

Hamilton has been making automatic laundry equipment for 18 years! Appliance research facilities devoted exclusively to automatic home laundering bring you a host of exclusive better-laundering features in your new Hamilton!

### HAMILTON AUTOMATIC WASHERS



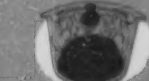
**Touch-and-Go Controls**—Here's the secret of washday-in-seconds! Just a finger's touch gives you instant control of water temperature and washing action. Just *Touch!*—and away you Go!

**Dual Selecta-Cycle Control**—On Model 375 Automatic Washer, *Touch-and-Go* cycle selector lets you choose Full Cycle for regular washday duty—or—Short Cycle, for smaller loads. Model 275 Washer has adjustable Full Cycle.



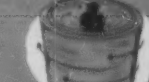
**Automatic Suds-Saver**—Optional feature (order Model 375-R) pumps hot, sudsy water into laundry tub at end of washing action, returns it to washer for next load, all automatically. So thrifty!

**Sail-Seeking Agitator Action**—Gentle, but oh so thorough! Special non-metallic agitator gently turns and rotates your clothes, actually *seeking out* extra-soiled areas like collars and cuffs!



**Triple Rinsing Action**—Clothes can't rinse clean in dirty water, so Hamilton provides a constant flow of fresh, clear rinsing water—plus triple rinsing action. Wonderfully thorough!

**Spinaway Water Extraction**—High-speed Spinaway action swirls water up and out of inner tub, never back through clean clothes. No strain, no stretch, no button damage—clothes are damp-dry in minutes!

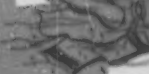


### HAMILTON AUTOMATIC DRYERS



**Touch-and-Go Controls**—A finger's touch replaces hours of hauling, stretching and pinning! Instant selection of perfect drying temperature and time. Just *Touch!*—and away you Go!

**Carrier-Current Air Circulation**—Safe, speedy, gentle—so different it's protected by U. S. Patents! Clothes are gently cradled in warm, dry air... used, moisture-laden air is steadily drawn off.



**Sun-E-Day Lamp**—Another Hamilton original—the Sun-E-Day ultra-violet lamp gives your clothes the sweet, fresh smell of summer sunshine all year round... without harsh sun-fading!

**Fabric-Dial Temperature Control**—Perfect "drying weather" for each different type of fabric! This *Touch-and-Go Control* shows actual fabric types above the dial—no high-medium-low guesswork!



**130 Minute Timer**—Instant selection of proper drying time for any load—even heavy shag rugs! *Touch-and-Go Control* lets you select damp-dry, ready for ironing—or completely dry.

**Double-Pass Lint Control**—No lint troubles! Exhaust passes twice through extra large screen, for positive control of lint. Conveniently located at front of dryer for quick, easy cleaning.



Let your Hamilton Dealer demonstrate these and other features which are yours only in the new Hamilton washers and dryers.

See individual Model Specification Sheets for detailed feature descriptions and specifications.

All specifications subject to change without notice.

see how ***Hamilton*** promotion  
makes sense (and sales) for you!



full-page, full-color ads in these major magazines!

powerful, full-color billboards!



hard-hitting newspaper ads!

plus memorable, hard-selling TV commercials!



complete merchandising display kits!

clever, eye-catching product displays!



a bundle of rich, colorful  
product literature!

and a proud-to-own-it name!



plus sales-making local market programs!

plus special materials for strong gas dryer markets!



sell ***Hamilton*** for '56!

HAMILTON MANUFACTURING COMPANY, Two Rivers, Wisconsin



## Hubbub in Housewares - Sahloff's Speech

CONTINUED FROM PAGE 128

dealer. This is not a new philosophy, but, I would like to give you some of the many reasons why we feel it is a sound one.

First, let us turn our attention to the reasons for lowering list prices.

Lowering fair trade list prices will have the effect of making our products less attractive as loss leaders. By reducing the spread between our fair trade prices and those products offered at cut price, or prices in non-fair trade states, we will protect and improve our relationship with the buying public.

It will give us a better chance to promote new goods with which the public is not yet familiar at more realistic prices.

Our new low list prices will enhance our position in gift buying in competition with non-electrical merchandise.

In reversing the trend on price increases we will create an extremely favorable impression on the customer. We plan to extensively publicize this phase, in the trade and consumer press, and on television.

### Dollars Not Percents

As far as the dealer is concerned, we believe events have conditioned him to lower mark-ups with which he must work. William Burston, Manager of the Merchandise Division of the National Retail Dry Goods Association, spoke to a group of store comptrollers in Salt Lake City on August 22. After saying many significant things, he ended his talk with, I quote: "We learned a lesson of turnover, of lower percentage expense to dollar volume, of profit contribution figures in dollars, not percentage. With really large volume increases, we can predict more dollars of net profit. Some mark-ups have been reduced from 32% to around 24%, a very drastic drop. Nevertheless, even 24% can make net profit if the volume is big enough. The average, small volume retailer, even though he substantially improves his volume, cannot make money on present low competition mark-ups. Higher mark-ups than present discount competition permits are definitely needed. Mark-ups will not go back to original heights, but must ultimately stabilize at a higher level than at present. That mark-up level will be a living mark-up level, one at which the average retailer can make a profit."

We are asking the discounter—if he cares to sell our goods at fair trade prices—to accept realistic profitable mark-ups. In turn, we are alerting the legitimate dealer to the fact that discounter must be met, by accepting these new mark-up levels with which they can, and must live, in this era of changing distribution costs.

### Low Cost, Fast Turnover

We are thoroughly convinced retail dealers must embrace a low cost, fast turnover concept, for they cannot continue to rely upon the traditional mark-ups and allowances which they are enjoying today. The dealer must

get his share of increased volume and thus increase the number of dollars he has left after meeting expenses. As more goods are sold, realistic margins, or dollars, will evolve.

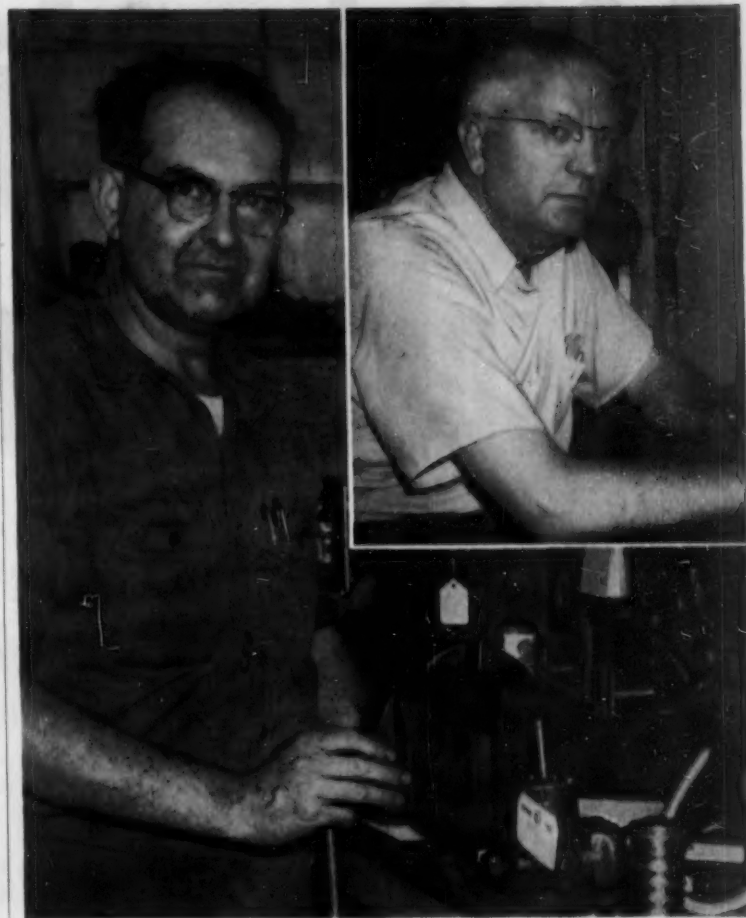
We must break away from the old concept of pricing as it applies to the consumer durable goods field. We must cure the ill resulting from current prices and existing margins. Realistic pricing, cutting costs of operation and selling, increased unit volume, doing business with dollars instead of percentages, accepting lower margin competition, must be the general order of the day.

Finally, as a former department store buyer, and more recently a mail order merchandise manager, I am thoroughly in accord with distribution studies which point up the fact that Ward's, and particularly Sears, have built their businesses on the very principle we are advocating here today for the operation of this division and its distribution. These same studies suggest consideration be given to the successful merchandising methods of these two retail businesses in any future distribution plans. We believe in this old philosophy which apparently is now new to some of us.

With the necessity of lower retail prices being so apparent, the problem was, of course, how best to accomplish such reductions. As we all know, the price a consumer pays for a product is made up of three elements—the basic cost of the product itself, the expenses all distribution arms have in handling and selling it, and, the profit left for you, the dealer and ourselves. If we assume we are doing our very best in keeping costs and expenses down, then the only way we can reduce the consumer price is for each of us to reduce our own profit on each unit of sale. The burning question then, is how to maintain a healthy, growing business if profits are reduced. We feel the answer is:

- we must change our way of operating,
- we must adopt merchandising techniques which will exploit to the fullest extent possible the lowest consumer prices we can establish.
- we must be able to move physically the larger quantities of merchandise the consumers will buy at lower prices,
- we must learn new ways of controlling expense, and
- we must change our thinking from the old concept of per cent profit, to the new concept of greater dollars of profit, which comes from selling larger volume.

Gentlemen, it is our firm conviction that when the consumer learns of this momentous decision on the part of both of us, we will enjoy the greatest public acceptance which has ever been afforded any products in our industry. We strongly feel we are building a monument to the foresight which we, together, have had, in doing voluntarily today, that which we would have been compelled to do tomorrow. End



## Electric Motor Repair Company Praises KLIXON Protectors for Added Safety in Fire Prevention

ILION, N. Y.: T. H. Crisler and F. C. Fay of Crisler-Fay Electric Service insist on Klixon Protector motors for safety and insurance. They say:

"Our field experience has caused us to insist on selling Klixon Protected Motors for the added safety in fire prevention, and insurance against motor burnouts".



### Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The KLIXON Protectors, illustrated, are built into the motor by the motor manufacturer. In such equipment as refrigerators, oil burners, washing machines, etc., they keep motors working by preventing burnouts. If you would like increased customer-preference, reduced service calls and minimized repairs and replacements, it will pay you well to ask for equipment with KLIXON Protectors.

WRITE FOR THE NEW FREE INFORMATIVE BOOKLET, "THE STORY OF THE SPENCER DISC."

**METALS & CONTROLS CORPORATION**  
SPENCER THERMOSTAT DIVISION  
2502 FOREST STREET, ATTLEBORO, MASS.

**KLIXON**

# 5,000 Lost Air Conditioner N.Y. Dealers by new

**After Extensive Tests, America's Largest Independent Service  
Agency Recommends New "Supreme" 7½ Amp. Unit for  
Homes and Apartments Where Inadequate Wiring Killed  
\$1,000,000 in Bona Fide Sales**

## **JUBILANT DEALERS SEE WIRING BARRIER BROKEN**

**Set New Records with Orders for "Supreme" 7½ Amp. ¾ Unit  
as Thousands of Inadequately Wired Homes Enter  
Booming Air Conditioner Market**

New York, N. Y., January 10: Despite freezing weather, New York appliance dealers were gleefully looking forward to an extra million dollars in air conditioner sales in the next few months. Their interest was especially keen, as they had made successful selling efforts for this volume but had lost it because of inadequate wiring in homes and apartments throughout the metropolitan area.

The good news came to hundreds of dealers in the form of a letter from AAA Installation and Maintenance Co., Inc., largest independent air conditioner service organization in the country, which last year installed more than 16,000 room air conditioners. In its letter to Fedders' dealers, which carried the signature of J. Linder, President, AAA reminded them of the names and addresses of those Fedders prospects who last spring and summer purchased air conditioners, but who were unable to accept delivery because costly rewiring was necessary.

### **No Special Wiring Needed**

The AAA letter described extensive tests on the new Fedders "Supreme" 7½ amp. model and suggested that the Fedders dealers recapture these lost sales by contacting

customers and telling them about the new model. AAA offered complete assurance that the new Fedders model would meet electrical requirements *without any special rewiring in 90% of these homes in most markets.*

"Over the course of extensive tests on this new Fedders unit," the AAA letter stated, "we found that the running current was actually well below 7 amperes. Surge voltage was at least twenty per cent below the maximum allowed under the National Electrical Code, nearly 33% below that of most air conditioners we have tested in the past.

"We are confident, therefore, that in most cases we can install this new 7½ amp. model with normal window installation and *without any electrical work.*"

Mr. Al Posoff, Vice President of AAA, revealed that he was sending more than 5,000 of these live sales leads to New York Fedders dealers. In every case, he said, the dealers

had made bona fide sales to these customers in 1954 and 1955 only to have them fall through because of inadequate wiring. In some instances, the wiring deficiency was discovered prior to installation in the course of a survey. In most cases, the inadequate wiring was discovered by AAA installation crews when they arrived to install the unit.

This experience was typical of that of many service organizations and independent dealers who did their own installations, Mr. Posoff said. The installation orders he was unable to execute for dealers represented about 14% of total installation orders received.

### **Big New Market**

He emphasized, however, that the inadequate wiring was a much greater obstacle to air conditioner sales than this figure indicates. Thousands of potential buyers know

from the experience of neighbors in adjoining apartments that special wiring is required. Many are discouraged by landlords and never even bother to walk into a dealer's store.

"Our guess," he said, "is that inadequate wiring is an obstacle to sales in more than 50% of New York homes and apartments. But we believe that the new 7½ ampere model eliminates this obstacle."

At L & P Electric Co., Inc., New York distributor for Fedders, Mr. L. Lidsky, President, revealed that

## **GREAT NEW MARKET SEEN OPEN TO DEALERS EVERYWHERE**

"Fedders dealers in 1956 will enjoy the biggest new sales opportunity in air-conditioning history," E. M. Becker, Sales Manager for Fedders Air Con-



ditioners, declared today. "Reports from across the country show that millions of dollars in sales were lost last year because of the wiring problem. Every one of these lost sales can now be recovered with the new Fedders 'Supreme' that needs no special wiring. And thousands of additional homeowners will come into the air-conditioning market for the first time!

"If you are not already a Fedders dealer, get on the phone right away and call your local Fedders distributor."

dealers had already ordered the new Fedders 7½ amp. model in record volume. He said that there was no shortage on this model and that L & P was accepting orders on the "Supreme" without restrictions. Pre-season orders for Fedders Air Conditioners were far ahead of past years, he said, and the orders for the new "Supreme" 7½ amp unit ran as high as 40% of total dealer orders.



# Sales Rescued for Fedders 7½ Amp ¾ Model!



## World's Largest Air Conditioner Installer Recommends New 7½ Amp. Model

"Each year we lose out on about 14% of our installations after they have been sold by dealers because air conditioners cannot be installed due to wiring problems. It has meant a \$150,000 loss for us . . . a million-dollar loss for the dealers we service.

"So you can imagine how pleased we were to find in extensive tests with varying heat loads that the new Fedders 7½ amp. model never drew more than 7 amperes.

"We are informing all of our Fedders dealers about the tests and advising them to go back after those lost sales with the new 7½ amp. model."



Mr. A. Posoff (left), Vice President, and Mr. J. Linder (right), President, of AAA Installation & Maintenance Co., 568 Rockaway Avenue, Brooklyn, N. Y., one of America's largest independent service agencies, are spearheading the drive to regain 5,000 lost air conditioner sales.

# Arvin



Model 957T

## New Clock-radio value of the year \$39.95

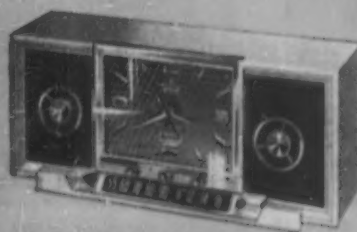
### NEW PANORAMIC CLOCK FACE! MANY FAST-SELLING FEATURES!

People want a lot when they go shopping for a clock-radio—and this beautifully-styled Arvin Starlighter is the most! They want a clear, handsome, easy-to-read clock face, and here it is. They want the famous Telechron clock and timer, and a follow-up buzzer alarm, and an appliance outlet to start coffee percolating.

Starlighter has all those features, too. Plus an Arvin Velvet Voice Radio with five tubes including rectifier—with new Air Loop antenna for distance reception, and with a big 5-inch Alnico V speaker! In four beautiful new decorator colors—Ivory, Willow Green, Sandalwood and Flame—it's terrific at \$39.95!

Electronics and Appliances Division

**Arvin INDUSTRIES, Inc., Columbus, Indiana**



### Arvin NOCTURNE \$49.95

Calendar-Clock-Radio  
Gold-plated fittings

The aristocrat of all clock-radios! Tells date, day, and hour. Telechron clock and timer, phono-jack, buzzer alarm. 5 tubes including rectifier. Model 958T, Ivory, Ebony, Green, Sandalwood. \$49.95

Model 857T, same but without calendar, \$44.95.

## Nothing But Laundry

CONTINUED FROM PAGE 91

field, customers are asked, "Why go somewhere else? You can see all the good ones right here." And the idea may be carried even further in hooking up competitive (but not sold by Big Red) brands. Actual test runs of the various makes can be a real answer to the "I'd like to look around a bit" customer. They can see the whole field at the Wash House.

The Big Red Warehouse does some \$3 million a year in the Sooner state. They have eight outlets, covering both Oklahoma City and Tulsa. About 75 percent of their business comes from the area of these two principal cities.

### 75,000 "Preferred Accounts"

In promoting the new store, Big Red mailed 75,000 special cards to their preferred accounts in Oklahoma

"I offer you a definition: 'List' is a price the manufacturer or distributor sets; 'retail' is the price the consumer sets as being the price at which he will buy. List and retail can only be the same in a free economy like ours when they are, in truth, the same."

—from a speech by George Pazik, Milwaukee dealer

City. A \$40 "preferred customer" discount or allowance was offered on the purchase of any washer-dryer combination or \$15 on the purchase of any single washer or dryer. A free 50 pound cask of all detergent was used as a premium. To preferred customers, no down payment was required until a specified date (about two months). Free delivery is offered everywhere in Oklahoma, plus free installation to existing facilities and a free one-year service policy with every washer and dryer.

Big Red is thinking of other ways to stir up business and get prospects for their specialized store. One may be to supply free soap to laundromats for a list of their customers. End



"IF YOU'LL NOTICE THEY HAVE THE PRICE CLEARLY LISTED IN BLACK AND WHITE."



# Sell Vitaglas



**THE  
HOT  
WATER HEATER  
FEATURE for  
'56**

**Only STATE  
offers all these Features**

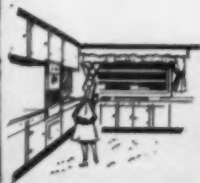
- A full line of standard and deluxe electric and gas water heaters.
- Choice of Vitaglas lined or galvanized tanks.
- Magnesium rods and tank drains standard equipment on all heaters.
- 100% controls standard equipment on all gas models.
- Choice of 10 or 5 year tank warranties; one year free service policy; \$10 replacement allowance; complete free heater exchange on any defective tank.
- Instant Change Converter for all gas models.
- Unconditional 2 year warranty on all parts, elements and thermostats.

Here's a sure way to up your water heater sales and profits. Put your big push behind the hot line, State Gas and Electric Water Heaters. They've got features you can merchandise, features that will produce more sales for you.

## For Extra Profits... State Built-In Ranges



Over one-half of all new homes are now equipped with ranges. About one third of all new homes are sold with built-ins. Be ready for this vast market with State Electric and Gas Built-In Ranges. They're styled right, priced right and finished in eye-catching stainless steel or coppertone porcelain enamel finish. Full line of State Conventional Ranges, too. Write for Catalogue.



### STATE STOVE AND MANUFACTURING COMPANY, INC. Dept. EM 509 25th Ave., N., Nashville, Tenn.

Please rush ☐ State Electric and Gas Water Heater Catalogue  
☐ State Electric and Gas Built-In and Conventional Range Catalogue ☐ Distributorship Information ☐ Dealership Information.

NAME & TITLE \_\_\_\_\_  
FIRM NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY & STATE \_\_\_\_\_

Send Coupon Today for Catalogue and Complete Information



# HUNTER SCORES

## HUNTER HIGH VELOCITY FAN

propels air  
56% farther

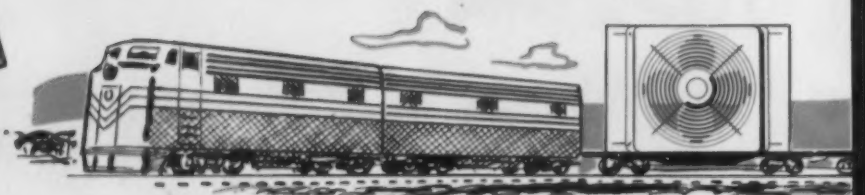


### For those who want the best

A totally new advance in design and performance. Air velocity at 10 feet is 740 feet per minute! The Hunter HIGH-VELOCITY Fan moves cool air across a large room, or from one room into another. It is ideal for use with room air conditioners to give better distribution of cool air. Tilt to any angle or mount on the wall. Other features: High and low speeds, air deliveries up to 3500 CFM, capacitor motor, modern styling with beautiful Decorator Beige and Bronze Finish. Fully guaranteed for 5 years.

Priced to sell at \$44.95

### Climb aboard the HUNTER



FOR 1956 CATALOG AND PRICES, CALL YOUR HUNTER DISTRIBUTOR

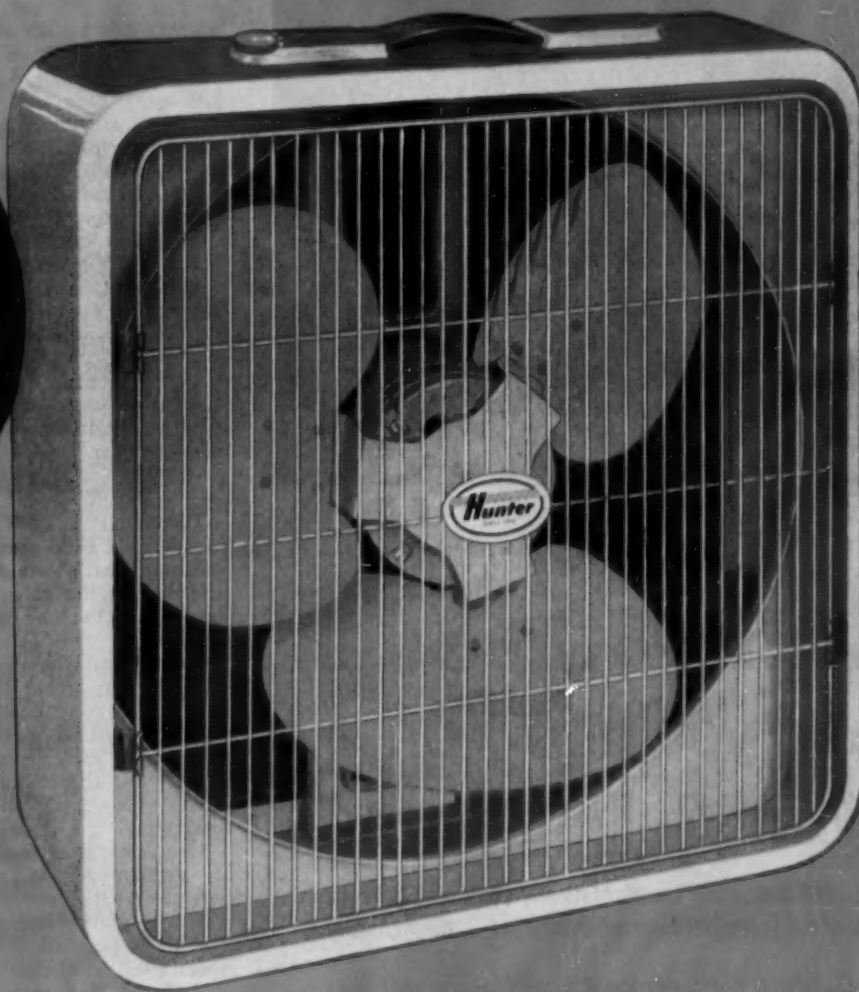


# AGAIN

## *with 2 great new fans*

### **HUNTER ALL-PURPOSE FAN**

**gives customers  
3 fans in 1**



#### **A popular fan—priced for volume**

Now . . . from Hunter, world-famous maker of quality fans . . . comes the most versatile fan ever. It's the portable Hunter ALL-PURPOSE Fan, a smartly designed utility fan that offers triple duty cooling for home or office. It's a window fan . . . a table fan . . . and a floor fan! Features include: Big volume air delivery, two-speed control, handy carrying handle, quiet operation, safety-designed grille, dependable motor, modern cabinet finished in beige. Optional equipment: Rollaway stand and side panels for window mounting. 16½ in. and 20 in. blade sizes. Fully guaranteed for 5 years.

#### **Priced to sell at**

**\$39.95 . . . . . 16½ in.**

**\$49.95 . . . . . 20 in.**

### **LINE for top profits in fans**



**—OR WRITE HUNTER FAN AND VENTILATING CO., 398 S. FRONT ST., MEMPHIS, TENN.**



Just set the dial to the desired temperature. The THERMO-SET Sensing Element holds temperature constant...

## Show the lady **THERMO-SET** ...and you're off on a Caloric Selling Spree

It's CALORIC'S exciting Thermostatically-controlled gas top-burner that holds temperature where it's set... automatically

Here's Caloric's most demonstrable feature yet! You can put this great sales-maker into action right before your customer's very eyes.

Just connect your range to gas, turn the top burner dial and get set for sales! Show her delectable eggs without burning, bacon with no smoke or spatter, golden-brown fried foods, not soggy or greasy. With Caloric THERMO-SET it's goodbye to guesswork. No more burning, scorching, boilovers! No more endless watching. Just demonstrate it and you'll sell it.

Display Caloric gas ranges in their bright porcelain enamel finishes: pink, green, blue, yellow or black.

# Caloric

Caloric Appliance Corporation • Topton, Pa.  
RANGES, DRYERS, BUILT-IN RANGES, DISPOSERS

## Promotion Sells a Water Heater a Day

CONTINUED FROM PAGE 92

told them of the offer made by the local utility and cooperative, and pointed out to them their opportunity to ring up big sales through the plan. In cold black and white figures Schaefer showed them that of 7,900 meters on the cooperative's lines, less than 790 included water heaters.

If water heater sales couldn't be doubled, tripled or even quadrupled under such circumstances then, Schaefer told his salesmen, he didn't know an opportunity when he saw it. Problems were talked out, prospect lists gone over and best of all, Schaefer's salesmen caught some of his enthusiasm. The campaign was on.

"We decided to depend on newspaper advertising, with some radio spots and store fanfare, to get prospective customers in our sales area receptive to the idea of buying a new water heater," says Schaefer. "Our plan was to play up the Power Board and Cooperative's offer in full page ads, followed up by quarter-page ads at regular intervals. However, we decided there was a better way of presenting the plan than by stressing the monetary offer."

### Home Wiring Emphasized

Therefore, in his advertising, Schaefer said little about "a \$15 installation offer." Rather, he skilfully suggested to the potential customer that now was the time to get his home wired as he wanted it—with a substantial fee paid on it. At the same time, Schaefer kept pointing out the value of his product, that the customer could now obtain a 40-gal. electric water heater "which can do the work of the old 82-gal. heater—in other words, a boy who can do a man-sized job."

Such advertising paved the way for his salesmen to fan out over the area. Every cooperative meter was checked and every power line was followed right to its terminal. If the salesmen couldn't sell an electric water heater, they found that many times they could sell a range, sometimes they sold both. Their repeated sales emphasis during the entire campaign was on electric water heating and cooking.

In the first 30 days following the announcement of the \$15-toward-installation plan, Schaefer's salesmen sold 32 electric water heaters, and in the following 30 days during which the offer was extended, they sold more than a score additional heaters.

The G-E Appliances Co. branch

in Birmingham cooperated fully with Schaefer, sending special representatives to conduct the preliminary meetings and to assist in selling when the promotion started.

The offer by the Cullman Power Board and the Electric Cooperative, according to officials of those groups, was made simply in the interest of increasing sales of water heaters and ranges. The full amount of \$15 was allowed every customer even though in many instances, it did not cost him that much to install his range or water heater, and he was allowed to apply the difference to the cost of the appliance.

### Ballyhoo Is Effective

Besides his advertising in newspapers and through radio spots, Schaefer utilized the time-honored idea of eye-appealing store stunts to draw customers into the store. On the day his first ads appeared he staged a "Circus Day" complete with clown, barker, electric hobby horse for children, carnival music and free cotton candy. All of these high-jinks had little or nothing to do with the idea of the promotion but the utilization of such ballyhoo had worked well for Schaefer before and he found it worth repeating. Cullman folk flocked to the store to join in the fun, listen to the barker, laugh at the clown, eat cotton candy, to see a demonstration, and some, eventually to place orders for new water heaters or ranges.

Schaefer, meantime bought water heaters in quantity lots in order to get the best possible price on them. When a carload of new heaters arrived in Cullman, he placed a banner on it, reading: "Another carload of electric water heaters for Home Improvement Co.," got as much publicity out of the local newspaper as he could and otherwise exploited the shipment to his benefit and profit.

"Besides the product itself, which is a pretty revolutionary development in water heating, we could offer first class service guarantees backed by the fact that our company has been operating here for ten years and has a reputation for a high standard of business and service," declares Schaefer.

The Cullman dealer expects to cash in further on the promotion from prospect lists obtained through registration at "Circus Day" and from contacts made by his salesmen during the campaign. End

### IF YOU DON'T SELL KITCHENS . . .

. . . perhaps you should. The kitchen business is snowballing and if appliance dealers don't get it somebody else will.

But the appliance dealer belongs in the business. That's why we're devoting most of next month's issue to selling kitchens. There will be an article by Ted Weber on how to get started, another by Howard Emerson on what kitchens have meant to a builder, still others on dealer and department store experience. Don't miss the March

### ELECTRICAL MERCHANDISING

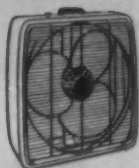


HERE IT IS!  
**DIEHL'S**

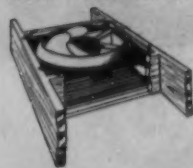
# 1956 Fan Fair Campaign

This biggest-in-years fan promotion will push your sales (and profits) sky high! Look what leads the parade!

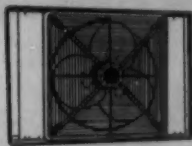
## NEW MODELS!



New Portable 3-Way Ventilator! Built Right... Styled Right... Priced Right.



New "Do-it-Yourself" 24" "Pancake" Direct Drive Attic Ventilator!



New 20" Electrically Reversible Window-Type Ventilator!

## AND THE COMPLETE DIEHL 1956 FAN LINE

of Desk and Bracket Fans • Window Ventilators • Attic Ventilators • Air Circulators • Pedestal Fans

## BIG-LEAGUE NATIONAL ADVERTISING!



## COOPERATIVE ADVERTISING!



ADS!

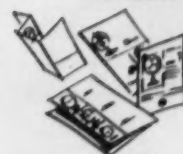


TV!



RADIO!

THE BIGGEST ARRAY OF PRODUCT LITERATURE AND DISPLAY MATERIAL YOU'RE LIKELY TO SEE!



Streamers! Booklets!  
Posters! Folders! Catalogs!  
Display stands!



YOU'LL PROFIT when you sell the Diehl line. Brand-new merchandising aids keep inventories moving! YOU'LL BE GLAD you handle this line, too, because it's backed by the famous SINGER name... and by iron-clad, long-term guarantees

WRITE, WIRE OR 'PHONE your distributor today for all the news about the '56 DIEHL FAN FAIR CAMPAIGN —the promotion that means business!



## DIEHL MANUFACTURING COMPANY

Electrical Division of THE SINGER MANUFACTURING COMPANY

Finderne Plant, SOMERVILLE, NEW JERSEY

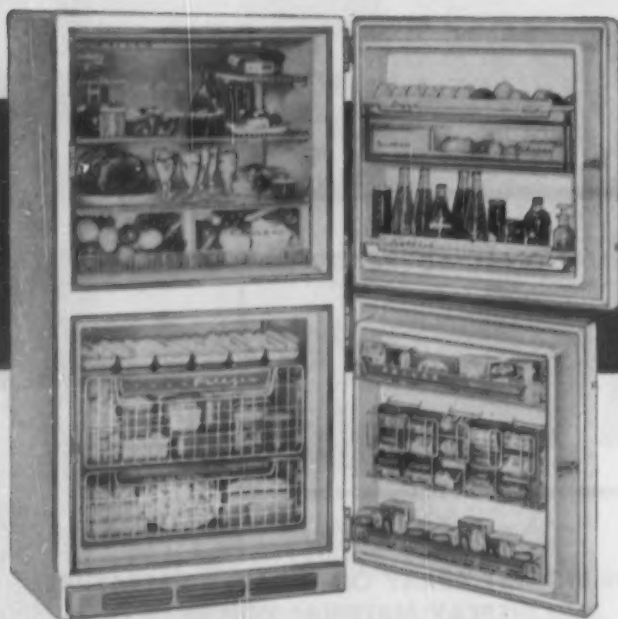
ATLANTA • BALTIMORE • CHARLOTTE, N. C. • CHICAGO • CINCINNATI • DETROIT • MILWAUKEE • NEEDHAM, MASS. • NEW YORK • PHILADELPHIA • PITTSBURGH

# PHILCO *for '56*

★ Everything the public wants

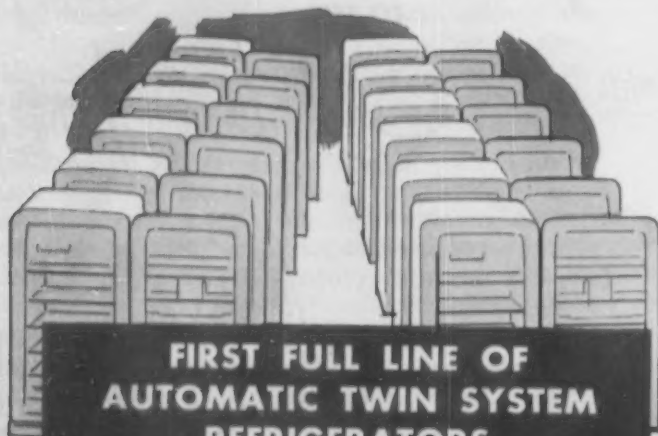
★ Everything the dealer needs

★ See it all now at your Philco Distributor



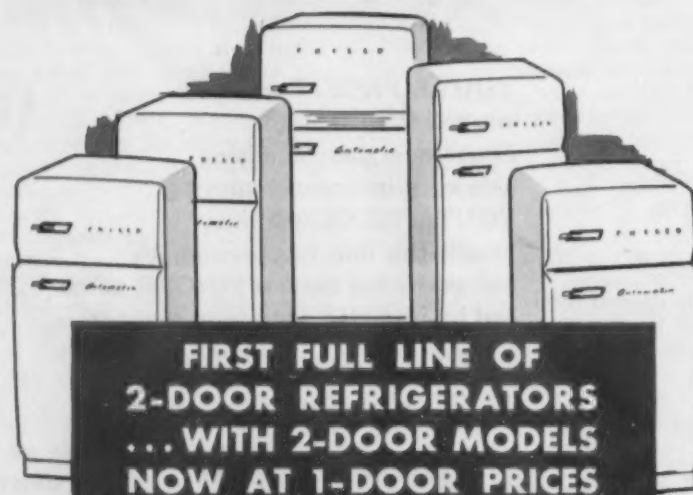
## The food keeper of the future Philco Super Marketer REFRIGERATOR-FREEZER

New from the ground up, the Philco Super Marketer Refrigerator-Freezer is custom designed for the new needs of modern America. It provides a greatly enlarged freezer to keep pace with America's soaring demand for frozen foods. It solves a space problem with two full-size appliances in less than 3 feet of space. It's the food keeper for *every* need of modern America.



### FIRST FULL LINE OF AUTOMATIC TWIN SYSTEM REFRIGERATORS FROM LOWEST PRICES UP

It's another Philco "first" in refrigeration—fully automatic refrigerators for every customer, size and price. *Everything automatic*—no defrosting, no controls to set or forget. In 1956, if a customer can afford to buy any new refrigerator, she can now afford to buy the best—a fully automatic Philco.



### FIRST FULL LINE OF 2-DOOR REFRIGERATORS ... WITH 2-DOOR MODELS NOW AT 1-DOOR PRICES

Yes, Philco scoops the market for 1956 with 2-door refrigerators now in lower price brackets where they have never been offered before. It's the first and only complete 2-door line . . . 5 new models . . . that really covers today's huge demand for modern 2-door refrigerators. Only Philco has it!



**pioneers to meet the new demands of  
today's appliance buyers and sellers**



Smartest looking... Easiest cooking  
**The new PHILCO  
ELECTRIC RANGES**  
with *New Starflight Styling*

These new '56 Philco ranges are destined to be the cooking "hit" of the year because they're *first with the most* in style and modern automatic cooking for your customers' kitchens.

Brand new models for '56 Selling Needs  
**PHILCO FREEZERS**



**Exclusive Convertibles.** Here's the profitable new chest freezer that's really clicking with freezer buyers, because it serves *two* food-keeping needs instead of one. It's convertible for either frozen or unfrozen foods... or sharp freeze to 40° below zero.

**New PHILCO UPRIGHTS with Self Service Door**

A huge variety of frozen foods now right at your fingertips in perfect order... easy to see and pick out a package at a time. It's a new high in self service convenience... from Philco for '56, in 2 sensational new feature-packed upright models, 14 and 20 cu. ft.



**New Philco Appliances in Color  
to meet the modern trend to  
more beautiful kitchens**



Philco brings you fresh new tones of colors now in top demand... Suntone, Startone, Shelltone... a full family of Philco colors for a full selection of Philco Appliances to brighten the kitchens of 1956 buyers.

**New Philco Custom Sectional  
Appliances "The built-in LOOK  
without the built-in COST"**



Philco pioneers to put the APPLIANCE DEALER into the kitchen business with "Do-It-Yourself" sectional units that require no "building-in"... and with every appliance needed for a *complete* Philco kitchen.

**The big name in skillets  
pre-sells your customers with  
powerful advertising!**

# DOMINION



**FEATURING THE  
BIG, ALL NEW  
11½" IMMERSIBLE**

- Immersible for easy cleaning
- Automatic controlled heat
- Deep, square design
- 4 quart capacity
- Model 2216 (less cover)—  
Retail **\$19.95**

**See Your Dominion Distributor Today!**



Dominion Electric Corporation • Mansfield, Ohio  
In CANADA: Samsen-Dominion Limited, Toronto

**Backed by home service  
magazines, TV and radio**

**National Magazines**

- Better Homes and Gardens
- Good Housekeeping
- House Beautiful
- Living For Young Homemakers

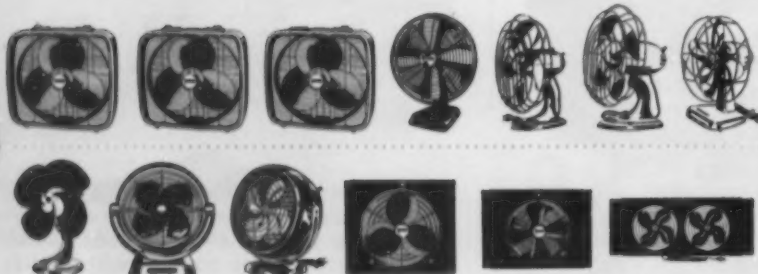
**Coast-To-Coast TV and Radio**

- On Your Account
- The Bob Crosby Show
- Queen For A Day
- People Are Funny
- Robin Hood
- Love Story

**Plus a complete, profitable  
line of fans and ventilators!**

- 3 new 20" Portables
- 3 new Window Ventilators
- 5 new Table and Wall Fans
- 2 new All-Purpose Fans
- New Roll-A-Bout Portable Stand

All Backed By Dominion's Famous  
1-Year Replacement Warranty



## Selling Starts Now

CONTINUED FROM PAGE 97

months will save them money, avoid last-minute rush when installation men are tied up. This will tie-in with Mitchell's offer of a \$39.95 Northern Electric Blanket. Promotion theme: sleep comfortably now under an electric blanket and prepare for summer comfort with a Mitchell air conditioner unit.

Rhodes will also offer special sales incentives to its six outside salesmen who regularly sell commercial air conditioning and refrigeration throughout the year.

In March, Rhodes will start advertising in a chain of seven weeklies he uses the year 'round. He uses no advertising other than newspapers, finds they give far greater return for his money than direct mail, radio or television.

"In these suburban towns we cover," says Rhodes, "people read the local paper all the way through. The news about their friends and possibly about themselves draws their attention and the ads are really read. Of course page position is important, too. Page three is the best for advertising, page five is next best. We're on page five now and hope we'll move up to three before long."

March ads will offer a free \$29.95 Nesco deep fat fryer and free installation to every purchaser of a room air conditioner. Rhodes plans to show a local housewife in the ads. Local testimonials, he says, are highly effective in his particular market.

The April offer will be a free \$29.95 Big Boy Barbeque grill and free installation. Advertising theme: get ready for outdoor cooking and cool sleeping in the summer months ahead.

### Big Season

May will begin the heaviest barrage of advertising and includes the most tempting free offer of all. With every purchase of a room air conditioner, the buyer will get a \$69.95 Homko rotary lawn mower free. On May 25, Mitchell and Graybar start continuity advertising in the Chicago Metropolitan area with individual dealer tie-ins.

(Continued on page 153)

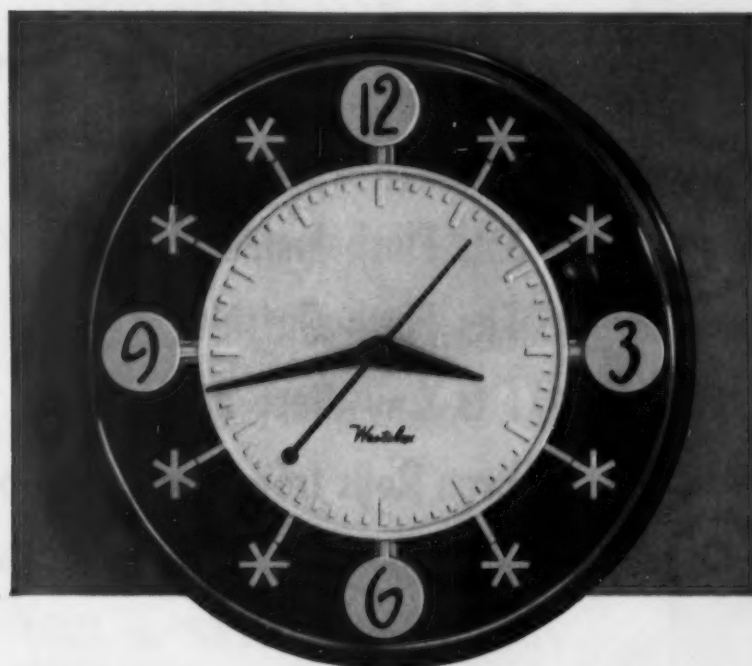


"YOU MUST USE THE REMOTE CONTROL GUN THAT THE MANUFACTURER FURNISHED WITH THE SET."



# TWO BRAND NEW WESTCLOX ELECTRICS

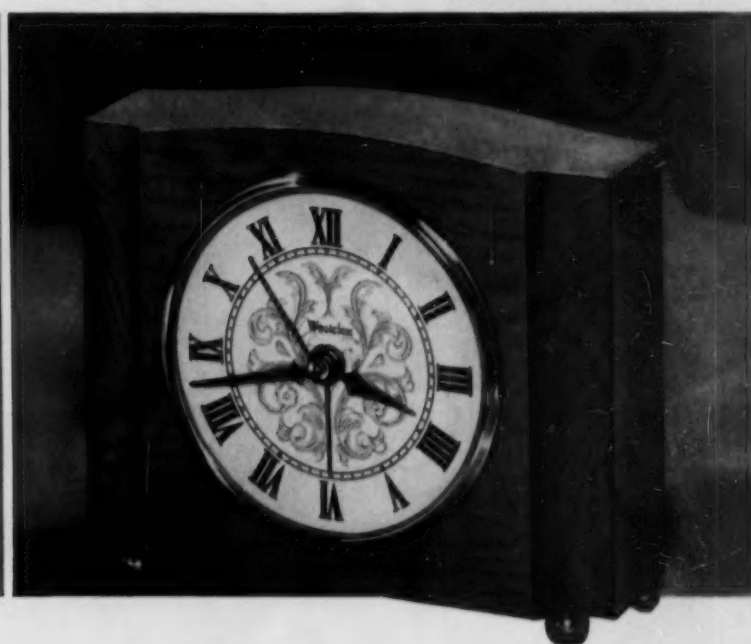
Perfect for Spring—and for perking up profits!



## THE Snowflake WALL CLOCK

**MODERN AS TOMORROW!** 3-dimensional white dial pops out against colorful plastic case. 7" in diameter. Non-breakable crystal protects dial. Convenient hand-set knob. Red, Mint Green, Pink or Charcoal case.

RETAIL **\$5.95**  
plus tax



## THE Sheraton ALARM CLOCK

**CHARMINGLY TRADITIONAL!** Styled for today in popular fruitwood finish. Traditional design is carried out in the handsome dial and round brass legs. 4 1/2" high. Pleasant bell alarm.

RETAIL **\$8.95**  
plus tax

Perfectly Displayed for Fast Sales!



**FREE** attractive counter display designed to play up full color choice.  
17 1/4" HIGH, 16" WIDE

### SNOWFLAKE ASSORTMENT NO. 1220

Includes four clocks (1 each color) and beautiful **FREE** display.

Retail.....\$23.80  
Dealer Cost..... 15.64

5% Quantity Discount on 6 Westclox electric clocks, one model or assorted. • For your protection Westclox products are Fair Traded in all states having Fair Trade Laws.

# WESTCLOX

MADE BY THE MAKERS OF BIG BEN

LA SALLE-PERU, ILLINOIS

PRODUCTS OF **GT** CORPORATION

**FREE** distinctive single unit display gives this clock a gem-like setting. 11" HIGH and 10" WIDE

### SHERATON ASSORTMENT NO. 1079

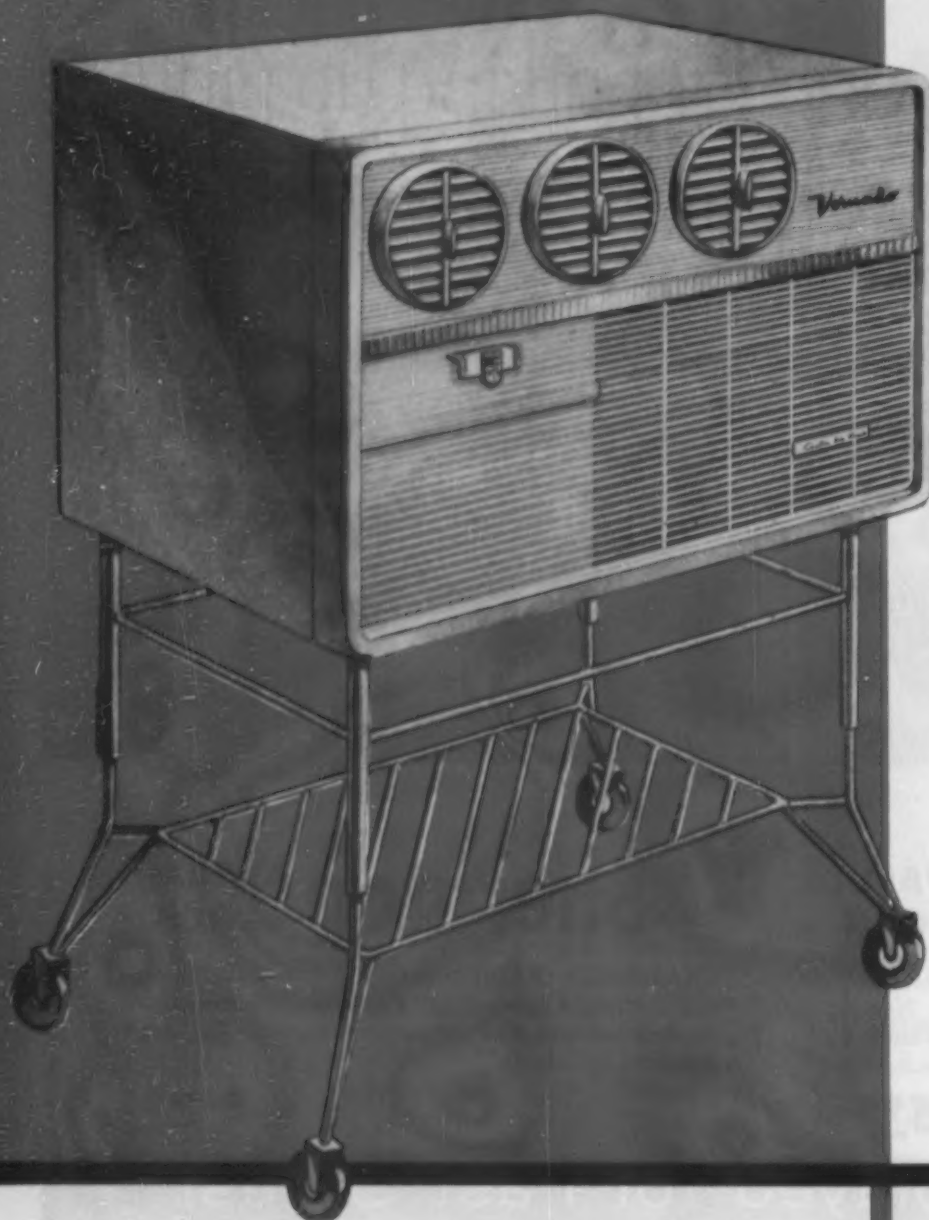
2 Sheraton Electric Alarms and **FREE** single unit display.

Retail.....\$17.90  
Dealer Cost..... 11.76



# Here it is! Vornado's

the **NEW**  
**Vornado**  
**CUSTOM** *Streamliner*  
 ... like owning 2 for 1

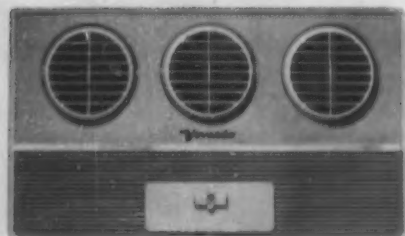


- \* Goes Thru the Wall
- \* Fits Flush Inside
- \* Fits Flush Outside
- \* Fits Anywhere in Between
- \* Even Rolls from Room to Room

*You've never seen a unit  
 so practical...*

*Easy to Sell  
 Easy to Demonstrate...*

**CUSTOM "200"**  
 for heavy-duty cooling jobs



- \* Mounts Flush to Window Sill
- \* Remote Controls
- \* Mounts Thru the Wall

**NEW "Plug in Anywhere" Model**



- \* Plugs in Anywhere without Special Wiring
- \* Meets Building and Power Company Codes
- \* Tremendous Potential in Metropolitan Markets

**BE UP FRONT IN '56**

Products of THE O. A. SUTTON CORPORATION

**GO!**



# Greatest Line Ever...

## *Sensational* **NEW** **DELUXE LINE**

- \* Priced for "Leader" Advertising
- \* 4 Sizes— $\frac{1}{2}$ ,  $\frac{3}{4}$ , 1,  $1\frac{1}{2}$  h. p.
- \* New Design and Color
- \* Flush Mount
- \* New Single Unit Controls



This Line Has **EVERYTHING** to Set the Pace in Your Market!  
Style . . . Price . . . Versatility **Plus** the Most Exciting  
Advertising and Promotion Plan You've Ever Seen—

**① GLAMOROUS SIX-DAY TRIP TO PANAMA**

... Gateway to South America! Stay at luxurious El Panama Hotel... Three-day Jungle Big Game Hunt, Exotic Sights, World's Best Deep-sea Fishing — Duty-free Shopping. Easy to Win.

**② SENSATIONAL VORNADO-MANHATTAN TIE-IN**

Different... Compelling... National tie-in with Manhattan Shirt Company increases product display and promotion in your market!

**③ LIFE... SATURDAY EVENING POST... TIME**

Vornado's greatest campaign! Dramatic, power-packed ads to pre-sell your prospects — in America's most widely read magazines!

**WITH**

**Vornado®**

Wichita, Kansas *Specialists in the manufacture of comfort cooling appliances*

**SEE YOUR Vornado  
DISTRIBUTOR NOW...**

He'll give you the facts... show you how you can sell Vornado in volume... make good profits.

**Air-King**

# BIGGEST and BEST fan line for 56'

## BIGGEST

variety of models and  
widest range of prices  
to fit every prospect's  
need and budget.



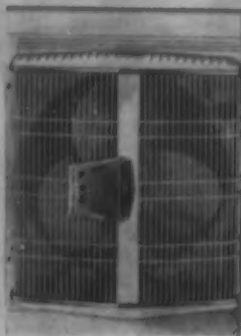
**W20 20" 3-speed Push Button Control** electrically reversible window fan. List Price \$24.95  
**W20 20" 3-speed straight exhaust window fan.** List Price \$24.95



**W20 20" All Purpose Push Button Control** electrically reversible window fan. List Price \$24.95  
**W20 20" 3-speed push button control** electrically reversible window fan. List Price \$24.95



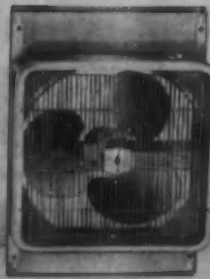
**W20 20" Electric Desk Fan** electrically reversible. For average use. List Price \$24.95  
**W20 20" Electric Desk Fan** electrically reversible. For average use. List Price \$24.95



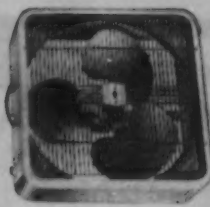
**W20 20" Electrically Reversible 3-speed Push Button Control** for exhaust and intake. List Price \$24.95  
**W20 20" Electrically Reversible 3-speed Push Button Control** for exhaust and intake. List Price \$24.95



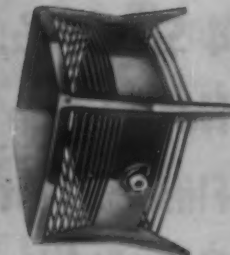
**W20 20" 3-speed Push Button Control Fan-Mobile Model**. List Price \$24.95  
**W20 20" 3-speed Push Button Control Fan-Mobile Model**. List Price \$24.95



**W20 20" electrically reversible, 3-speed window fan** with adjustable side panels and snap out safety grill. Switch controls. Beautifully styled. Highly efficient. Priced to sell for only \$24.95



**W20 20" All Purpose, 14" 3-speed model.** Portable, reversible. Comes with Cassette Window Mount. Window panels extra. List Price \$24.95  
**W20 20" and 22" models complete with side panels.** To list from \$24.95



**W20 20" 3-speed Deluxe Fan.** List Price \$24.95  
**W20 20" 3-speed Deluxe Fan.** List Price \$24.95

## BEST

in performance and styling.  
More quality features  
in the best looking  
fans you can sell.

**BERNS MANUFACTURING CORP.**  
3050 NORTH ROCKWELL • CHICAGO 18, ILLINOIS

At your wholesaler. Or write for new 1956 Catalog.



# *You can't miss with EUREKA in '56*

INTRODUCING THE SENSATIONAL

## **New 1956 EUREKA SUPER ROTO-MATIC**

IT'S LIGHTER!  
IT'S MORE POWERFUL!  
IT'S ALL NEW!

**NEW DOUBLE-SIZE  
THROW-AWAY  
DUST BAG**

**ROLLS ON  
4 RUBBER  
SWIVEL WHEELS**

**STILL \$69<sup>95</sup>  
ONLY**

**Complete with New  
Deluxe Tools**



### **MORE FEATURES TO DEMONSTRATE AND SELL!**

New Cyclonic Air Action  
New Double-Size Dust Bag  
New Zip-Off Open-Easy Top  
New 4 Rubber Swivel Wheels  
New Snap-On Toe Switch

New Easy-Glide, Rug Nozzle  
New Light Vinyl Hose  
New-Styled Deluxe Tools  
New Lighter Weight  
Full One Year Guarantee

**And more  
PULL-POWER  
for your market!!**

IT'S LIGHTER! IT'S MORE POWERFUL!

# The 1956 EUREKA Super

New Cyclonic Air Action creates  
New double-size throw-away Dust Bag!

...Rolls easily on four

Still only \$**69<sup>95</sup>** MODEL 910

Complete with New Deluxe Tools  
*Slightly higher in Canada*



NO LIFT! NO CARRY!  
IT ROLLS ON  
4 RUBBER WHEELS



THIS BIG AD runs in...

**LIFE**

Mar. 5

**POST**

Mar. 17

**MORE**

...homemade "cleaner"



**IT'S ALL-NEW!**

# Roto-Matic

**more cleaning suction!**

**New convenient Step-On Toe Switch!**

**Rubber Swivel Wheels!**

NEW BEAUTY...exquisite new styling...modern new features throughout. Yet the all-new Super Roto-Matic still carries the famous EUREKA price tag—only \$69.95 complete with Deluxe cleaning tools! It's lighter! It rolls everywhere with the greatest of ease! New DOUBLE-SIZE throw-away paper dust bag provides far more cleaning power...let's you do twice as much cleaning...reduces replacement bag costs 50%!

The new 1956 EUREKA Super Roto-Matic's CYCLONIC Air Action prevents clogging of dust bag...keeps suction power at high cleaning efficiency. Beautiful new swivel vinyl hose...new improved Easy-Glide Rug Nozzle...new easy-off Zip-Clip Top...new-styled Deluxe cleaning tools...and many more advanced features make this new EUREKA the greatest cleaner value on wheels! See the exciting new 1956 EUREKA Super Roto-Matic demonstrated now, at your dealer's store.

EUREKA WILLIAMS CORPORATION • BLOOMINGTON, ILLINOIS  
In Canada: ONWARD MANUFACTURING COMPANY, LTD., Kitchener, Ontario

## EUREKA

**Deluxe Tools Include:**  
Easy-Glide Rug Nozzle  
Upholstery Nozzle  
Wall-Floor Brush  
Soft Dusting Brush  
Long Crevice Tool  
Two Polished Wands  
Lightweight Vinyl Hose

**New Handy Slip-On  
Matching Tool-Rack—**  
Made of heavy, tough  
yellow vinyl. Rides on  
cleaner as it carries the  
cleaning tools—always  
ready for instant use.  
(Optional)



**Exclusive! Shag Rug Tool**  
Combines agitator action  
with super suction to  
clean cotton shag rugs  
quickly, easily—without  
pulling. (Optional)



**NEW Rolls on 4 Rubber Wheels**  
No lift—no carry! Cleaner rolls  
from room to room on 4 ball-  
bearing, swivel, rubber wheels.  
Will not tip or mar even highly  
polished wood floors.



**NEW Double-Size Dust Bag**  
Allows for more powerful suction  
—lasts twice as long—and re-  
duces replacement bag costs 50%!  
It's the largest throw-away dust  
bag in any cleaner of this type!



**NEW Zip-Clip Top**  
Easiest ever for removal of throw-  
away dust bags. Zip the clips—top  
opens instantly! Zip again—it  
locks securely to cleaner. Your  
hands never touch dirt!



**NEW Step-On Toe Switch**  
Most convenient control ever! Just  
a touch of your toe and cleaner is  
turned on or off. No more annoy-  
ing bending over, "hunting" or  
fumbling for the switch!



**NEW Easy-Glide Rug Nozzle**  
Glides smoothly, easily, on all floor  
coverings. Cleans evenly, thor-  
oughly, across its full width!  
Floating brush instantly removes  
lint, hair and threads.



**NEW Vinyl Hose Swivels**  
Hose swings all the way around—  
lets you clean a whole room with-  
out moving the cleaner! Feather-  
weight vinyl hose flexes to reach  
out-of-the-way places!

**NO DUST BAG TO EMPTY!**  
Introducing the New  
**EUREKA**  
*SUPER Automatic*  
with Motor-Driven Dirt Disturbulator  
**IT BEATS, SWEEPS  
AND SUCTION CLEANS**  
all in one automatic action.  
Specially designed for carpets  
and large rug areas.  
**Only \$89.95**  
Tools Available  
**YOU SAVE \$30 TO \$40  
OVER COMPARABLE CLEANERS**



**big color ads all year long!**

**PLUS the Hottest  
Traffic-Building Promotion  
in the Industry!**

See  
next  
page

# You're set for a tremendous "clean-up" with **EUREKA** in '56!

**More EUREKA Proven Promotions  
FOR EVERY SEASON—  
EVERY MONTH OF THE YEAR!**

IT'S LIGHTER! IT'S MORE POWERFUL! IT'S ALL-NEW!

## The New EUREKA Super Roto-Matic

with New CYCLONIC Air Action  
...New DOUBLE-SIZE Throw-Away Dust Bag

Still only **\$69.95**

ONLY EUREKA GIVES YOU ALL THESE ADVANCED FEATURES:

- New Cyclonic Air Action
- New Double-Size Throw-Away Dust Bag
- New Step-On Floor Switch
- New Lighter Weight
- New Quiet Motor
- New Easy-Clean Bag
- New Light Weight
- New Quiet Motor

Now Convenient Step-On Switch

NO DUST BAG TO EMPTY!  
NO LIFT! NO CARRY!  
ROLLS ON 4 RUBBER WHEELS

NEW MODEL: 910



**MORE EUREKA  
Dealer Newspaper  
Promotion Ads!**

**MORE EUREKA  
Sure-Selling Handout  
Folders and "Spec" Sheets!**

**SPECIAL THIS WEEK!**

## Free \$19.95 Offer

TO New 1956

IT'S LIGHTER! IT'S MORE POWERFUL! IT'S ALL-NEW!

## New 1956 EUREKA SUPER Roto-Matic

FREE! NEW MOTOR-DRIVEN FLOOR WAXER-POLISHER

IT BEATS, SWEEPS AND SUCTION-CLEANS!

NO DUST BAG TO EMPTY!

NO LIFT! NO CARRY!

Only EUREKA Gives You All These Advanced Features:

SPECIAL INTRODUCTORY FIVE-DAY TRADE-IN ALLOWANCE

See live demonstration

PHONE (COUNTRY PHONE NO.) FOR DEALER

PRICE: \$125

DEALER'S NAME and address

**MORE Exciting EUREKA  
Windows and In-Store Displays!**

IT'S NEW! IT'S LIGHTER! IT'S MORE POWERFUL!

NO LIFT! NO CARRY! Rolls on 4 rubber wheels

## EUREKA SUPER Roto-Matic MODEL 910

Still only **\$69.95**

NEW! STEP-ON FLOOR SWITCH

NEW! DOUBLE-SIZE THROW-AWAY DUST BAG

NEW! 8 PIECE SET DELUXE CLEANING TOOLS

NEW! CYCLONIC AIR ACTION

Complete with New Deluxe Cleaning Tools

THE NEW EUREKA SUPER ROTOMATIC

WITH DOUBLE-SIZE BAG

SEE DEMONSTRATION NOW!

EUREKA has everything you need to make this your top year! EUREKA is recognized for America's finest cleaner values! EUREKA retail prices are nationally advertised...nationally accepted. EUREKA promotions are based on known values and promotion "Know-How". And EUREKA backs you with today's most modern production and service facilities. Learn now how profitable your cleaner business can be with EUREKA in '56...America's fastest growing favorites in vacuum cleaners. You can't miss!

**...AND MORE!**

**Write or Wire... Quick!**  
**EUREKA WILLIAMS  
CORPORATION**  
Bloomington, Illinois



## Selling Starts Now

—CONTINUED FROM PAGE 144—

It works this way: First, Mitchell purchased 15 minutes of local TV time to show a film and introduce local dealers who bought a minimum of five room coolers. Dealers were given an opportunity to talk about their businesses and its place in the community; they received a certificate lauding them for "outstanding service to the community".

During the height of the air conditioner season—May 25 to July 7—the continuity plan allocates a given amount of radio, TV and newspaper advertising to each participating dealer, supplements his local advertising.

After the first of June, Rhodes' plan is indefinite. He says a lot depends on the break he gets in the weather. If it's hot, he'll continue his local advertising as long as the heat wave holds out.

Rhodes has already allocated a large area of his store with good window display for air conditioning. He likes the Mitchell plan that pays him rental of up to \$18.00 for six square feet of display space.

"The so-called 'discount house' and the decision of the so-called 'legitimate cut-throat dealer' and the department store to meet discount prices are all acting to bring prices down and put the squeeze on profits. Today there are some terrific merchandisers who advertise, stock, demonstrate, service, display, employ outside salesmen, and give credit. They also sell at discount prices. . . . It is pretty hard to define 'discount' or 'legitimate' today."

—from a speech by George Pazik,  
Milwaukee dealer

Although air conditioning sales targets are highly speculative at best, Rhodes hopes to sell at least 300 Mitchell units this year and a total of about 600 of all makes. This compares to a total of only about 200 units last year. He has some units in stock now and plans to purchase more on a monthly basis during the next five to six months. Delivered quantities will, of course, increase as the height of the season approaches but Rhodes wants to be sure he has enough on hand in the event of another hot spell like last year. His inventories will probably be higher this year than last when, like most dealers, he ran out of coolers while the heat was still on.

Profits, naturally, are tied to weather. Rhodes counts on increased volume to pay him a decent profit in air conditioning. If he can hit or better his target figure, he'll probably do pretty well, if the weather works against him, profits will decline, perhaps drastically.

For example, his share of newspaper advertising on a cooperative basis will run about \$875.00. If he sells 300 units, that's \$2.91 advertising cost per unit. But if he sells only 100 units, the advertising cost moves up to \$8.75. Bill stuffers, free merchandise and other promotional costs carve more substantial chunks out of the profit dollar. *End*

Starting here  
it's mostly  
nickel and  
chromium...

127 operations  
later, it's  
**Nichrome\***

There are several excellent nickel-chrome combinations on the market. But there is only one Nichrome\*.

What is it that makes this alloy the universal standard by which engineers judge the properties of heat and corrosion resistance? There is always at least one extra ingredient added to the nickel and chrome. That is . . . the supreme mastery of the Driver-Harris specialists, gained in their 55 years of melting and drawing experience. This hard-won

skill of theirs is reflected in improved heating and quenching techniques . . . in specially developed deoxidizing anneals . . . in expert and precise control of every technical process of the entire manufacturing cycle. Sometimes, indeed, there are as many as 127 distinct operations between melting crucible and the finished wire, strip, or rod.

In recognition of its unique properties, the United States Patent Office in August, 1908, granted solely and exclusively to us the trademark NICHROME. There is only one Nichrome, and it is produced by Driver-Harris.



**Driver-Harris Company**

HARRISON, NEW JERSEY

BRANCHES: Chicago, Detroit, Cleveland, Louisville,  
Los Angeles, San Francisco

In Canada: The B. GREENING WIRE COMPANY, Ltd.,  
Hamilton, Ontario.

\*T. M. Reg. U. S. Pat. Off.

MAKERS OF THE MOST COMPLETE LINE OF ELECTRIC HEATING, RESISTANCE, AND ELECTRONIC ALLOYS IN THE WORLD

# Never before-

## gas ranges with such magical automatic cooking freedom!

NEW  
Robertshaw® THERMAL EYE®

# Automatic

### THINK OF IT!

NOW YOU CAN TELL YOUR CUSTOMERS  
FOODS WON'T OVER-COOK OR BOIL OVER



FOODS WON'T SMOKE,  
SCORCH OR BURN ONTO PANS



### THINK OF IT!

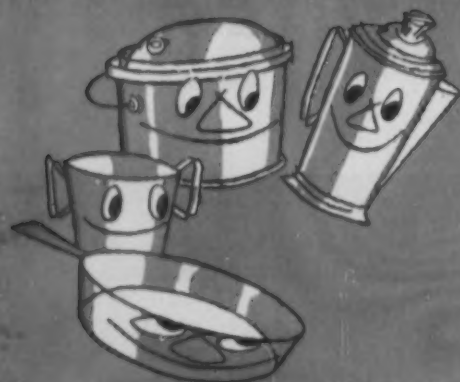
NOW YOU CAN SHOW YOUR CUSTOMERS  
HEAT IN PAN CONTROLS FLAME



Sensing element in middle of burner is in contact with bottom of pan. It signals heat to thermostat that controls gas flow. Flame remains high until food reaches pre-selected cooking temperature, then gas input reduces. When food temperature drops below pre-selected setting, sensing element signals control and gas input increases to maintain desired temperature.

### THINK OF IT!

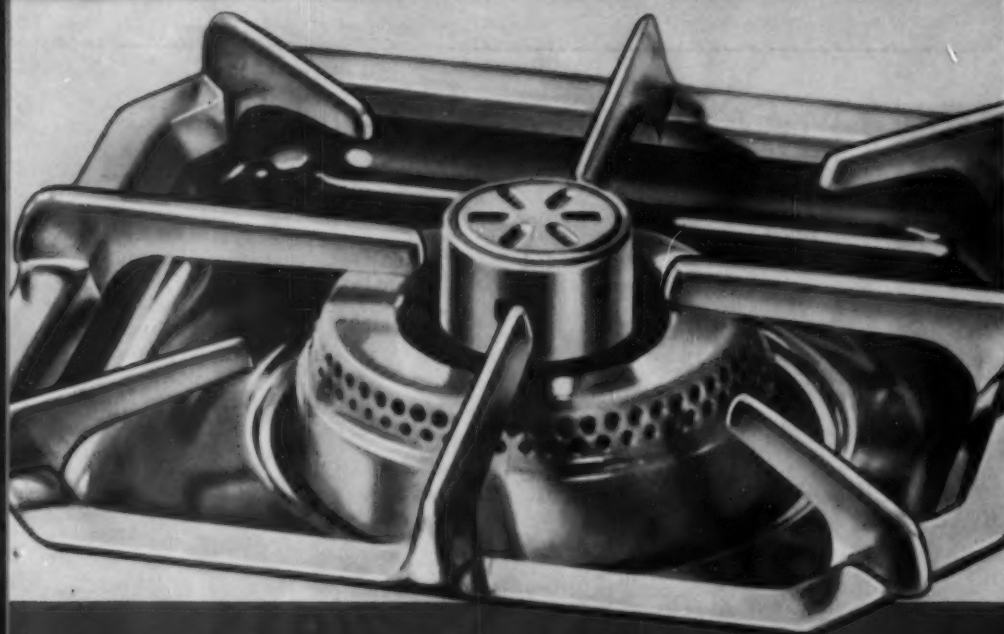
EVERY COOKING UTENSIL IS AUTOMATIC



Automatic top-burner controls give to gas ranges the same automatic service provided by automatic "plug-in" utensils—and it doesn't cost the customer more than a single good plug-in appliance.

With an automatic convenience story like this, it's no wonder the Gas Industry calls this the *Golden Age Of Gas Range Selling!*





**A NEW KIND OF  
AUTOMATIC COOKING  
FREEDOM!**

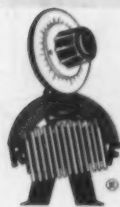
**A NEW KIND OF  
AUTOMATIC SALES  
STORY!**

# Top-Burner Control



**To help YOU** demonstrate and sell gas ranges equipped with automatic top-burner controls Robertshaw-Fulton offers you now free copies of a brand-new sales training manual, "More Income For Gas Range Salesmen." Everyone selling Gas ranges today — manufacturers, Gas Companies, LP-Gas distributors and retail salesmen — should have a copy of this free 20-page booklet.

Write today for *your free copies*, as many as you can use, to Advertising Manager, Robertshaw-Fulton Controls Co., Greensburg, Penna.



**Robertshaw-Fulton**  
CONTROLS COMPANY

Robertshaw Thermostat Division, Youngwood, Pennsylvania  
Robertshaw-Fulton Controls (Canada) Ltd., Toronto



13 half-hour TV Films  
starring  
**DIONE LUCAS**

**BRAND NEW!** Devoted exclusively to automatic top-burner cookery demonstrated by Dione Lucas, outstanding cooking authority and TV personality. Approved by American Gas Association. Already scheduled by many Gas Companies, large and small, for Spring TV promotions. Robertshaw-Fulton is paying for producing these new TV films. Gas Company sponsors will pay only for their local air time plus a small service charge to the film distributor.



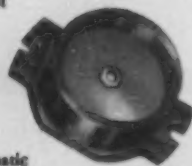
## "KLIXON Protectors Best Insurance Against Motor Burnouts," States Motor Rebuilder

AMARILLO, TEXAS: Mr. G. E. Jones, Owner of G. E. Jones Electric Co., has many years of experience in motor rebuilding, and knows the value of Klixon Protectors in motors. He says:

"Our experience with Klixon overload protectors has shown they are the best insurance a fractional motor can have against overload, low voltage or defective bearings."



Manual Reset



Automatic Reset

# KLIXON

### Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The KLIXON Protectors, illustrated, are built into the motor by the motor manufacturer. In such equipment as refrigerators, oil burners, washing machines, etc., they keep motors working by preventing burnouts. If you would like increased customer-preference, reduced service calls and minimized repairs and replacements, it will pay you well to ask for equipment with KLIXON Protectors.

WRITE FOR THE NEW FREE INFORMATIVE BOOKLET, "THE STORY OF THE SPENCER DISC."

**METALS & CONTROLS CORPORATION**  
SPENCER THERMOSTAT DIVISION  
2502 FOREST STREET, ATTLEBORO, MASS.

## What It Takes To Set Up a TV Promotion

CONTINUED FROM PAGE 99

KTUL, while it did not take display space, had its disc jockeys plugging the exposition, stressing the CBS family theme. Bud Blust, station vice president, also had news programs promoting the event.

### Site Donated Free By Bank

A site was the next problem. An excellent location in downtown Tulsa was available in a vacant building owned by a local bank. Since McDermott knew top bank officials, he was able to arrange for Engard to meet with its vice president, R. T. Flint, to discuss use of the building, which was loaned to the distributor without charge for the two-day event in November.

When the radio and TV stations joined in promoting the exposition, the prominence given the event was considerable. It was an easy matter, then, for Engard to approach Tulsa Mayor L. C. Clark and get him to agree to cut the ribbon opening the exposition. In fact, the mayor went Engard one better by agreeing to arrive behind a motorcycle escort with sirens blaring.

A pretty hostess adds color to an event, so Engard returned to KOTV and got Barbara Smith, one of the station's newscasters, to greet the mayor and help His Honor cut the ribbon. In fact, Miss Smith helped publicize the event when she interviewed Engard on one of her shows.

### Tying In The Dealers

Once these arrangements were completed, Engard asked Herbert Delp,

the TV firm's regional sales manager from Kansas City, and Windt to come down and help plan the floor display, advertising program and dealer participation. The distributor's salesmen met with both men and were given display materials for their dealers.

The distributor concentrated his pre-exposition advertising during the few days before the event. No attempt was made to sell sets. Ads were pegged on the exposition itself and on CBS celebrities. Each ad also displayed a reproduction of the free set to be given away at a drawing on the last night of the event, and urged people to come and register.

The radio and TV stations carried paid advertising from the distributor which was concentrated a few days before the event. The spots not paid for were carried during the several weeks prior to the exposition.

### Service Manager Flies In

Two days before the exposition, regional service manager Jim Hutchings flew in from Dallas to service sets for the event. He also helped supervise installation at the site and was on hand in the event of any trouble during the show. Proof of the thoroughness of preparation is evidenced by the fact that no trouble developed, although until the load was balanced on two circuits coming into the building, two fuses were blown. However, this occurred before opening day.

Hutchings also stripped down a new model so that visitors could view the component parts that make up a set. (Continued on page 160)



1.



2.



3.



4.



*the **5** big product reasons why...*

# LEWYT IS MAKING SALES HISTORY!



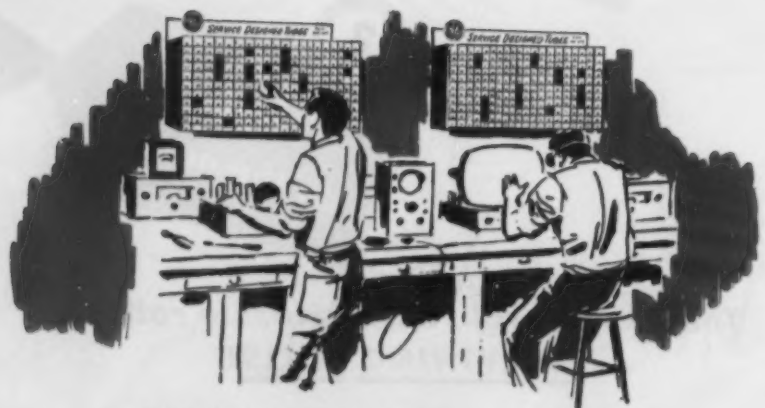
*The Cleaner rolls...The Nozzle rolls  
...EVERYTHING ROLLS!*

**DO IT with LEWYT**  
Also sold through leading Canadian Distributors  
**LEWYT CORPORATION, 84 Broadway, Brooklyn 11, N. Y.**

# GREATEST TIME-SAVER FOR



## SERVICE-DESIGNED TUBES



**SAVES WORK-BENCH TIME**



R

# TV-RADIO SERVICE EVER OFFERED!

# NEW!



## SEE-LECT-A-TUBE

Best for  
any set!



- Speeds up your counter tube sales.
- Makes tube selection easy, quick, sure.
- Visual inventory control helps you rotate your tube stock properly.
- Increases work-bench efficiency.
- Protects tubes against breakage losses.
- Saves valuable space . . . 250 tubes of all carton sizes occupy a dimension only 38" by 20½" by 6¼".

General Electric TV-radio technicians pooled their experience to help design this new SEE-LECT-A-TUBE for your TV-radio service business.

**Complete flexibility in meeting your tube requirements!** Rugged blue steel dispensing units, mounted side-by-side, each hold a vertical row of tubes. The types can vary with your individual needs. Six carton sizes are provided for—from miniatures to large glass types. The number of dispensers allotted to each size is scientifically based on average tube usage, but dispensers can be arranged so that they will match your special requirements.

**Friction flanges hold tubes in place!** When a tube is removed from a dispenser, those above it can't slide down. The tube alignment remains intact. Open spaces, therefore, indicate tubes that need to be re-ordered . . . or, as a further check, you can put back the

empty cartons in reverse position, with bottom ends forward. Thus—besides gripping the cartons for safety—the friction flange in each SEE-LECT-A-TUBE dispenser helps you determine how many tubes of any given type you have in stock.

**Wall-bracket included!** A bracket comes with each SEE-LECT-A-TUBE which will fasten easily to any wall, giving solid support to dispensers and tubes. The SEE-LECT-A-TUBE is shipped pre-assembled . . . just unbox the complete unit and hang it on the wall bracket.

**See your G-E tube distributor for details!** Right now your General Electric distributor is waiting to tell you all about the new SEE-LECT-A-TUBE, and how you can obtain one promptly. Contact him today! Don't miss this chance to modernize your tube inventory for bigger sales, improved shop efficiency! *Tube Department, General Electric Company, Schenectady 5, New York.*



SPEEDS UP TUBE SALES

*Progress Is Our Most Important Product*

GENERAL  ELECTRIC

101-1A1

# ATTENTION !!

## Distributors and Dealers —

### this seal is . . . . .



## YOUR NEW GUARANTEE

**the fact is:** This new Job-Tested seal is a symbol of PET quality. Proved by unbiased reports from a leading research institute. Proved by on-the-job tests by workmen all around the country. Watch for the PET Job-Tested seal. It's your guarantee of top-quality tools.

**the fact is:** Both distributors and dealers get top volume with PET's new and different volume sales plan. It's a continuing, local area sales plan with big, powerful newspaper ads, and

the most complete, proven merchandising kits the industry has ever seen. Plus our sales and advertising personnel, detailed to distributors, to help make this powerful, local program work wonders with your power tool sales! Plus a potent national campaign, timed to give the local programs the prestige push they need.

**the fact is:** Once you find out about this new and different PET plan, you'll find a new high in power tool sales!

those who depend  
on tools,  
depend on . . .



PORTABLE ELECTRIC TOOLS, INC.  
320 West 83rd Street, Chicago 20, Illinois

### mail coupon today for full details

mail to: GEORGE WEATHERBY, Sales Manager  
PORTABLE ELECTRIC TOOLS, INC.  
320 West 83rd Street, Chicago 20, Illinois

EM2-56

Please send me full details about your new local area PET sales plan.

NAME \_\_\_\_\_  
FIRM NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

## What It Takes

CONTINUED FROM PAGE 156

He was also on hand to explain to show visitors what each show was for.

The sets were moved to the site one day prior to the opening. KOTV's equipment and the registration booth were set up the morning of opening day. Two women manned the booth, from noon until 6 pm on the first day and from noon until 9 pm the second day.

### Costs Stayed Down

When, after a week, Engard figured the results against his cost of only \$1,487.70, he voiced considerable satisfaction.

Here's where the money went:

- \$1,050.00—radio, TV and newspaper advertising
- 175.00—free TV set for prize
- 40.00—two registration booth girls @ \$20 each for two days
- 7.50—orchid for Miss Smith
- 1.50—ribbon for ceremony
- 125.00—widow signs and placards
- 22.95—rental of two tables for stripped down TV model
- .57—two fuses
- .18—pencils
- 5.00—rental of heater to warm site
- 25.00—electric current
- 5.00—envelopes and paper for dealer letters
- 10.00—2,500 registration forms
- 20.00—miscellaneous incidentals

### An Effective Promotion

"We could have spent more money," Engard said, "but still not have achieved as effective a promotion. I learned that to promote effectively, I must plan well in advance and try to interest others in helping me, even though they may also help themselves. The TV and radio stations gave me a lot of free advertising. But they also gained through the CBS family theme which boosted the network and local shows they carry." End



"JOHN WANTS TO GET ME AN ELECTRIC DISHWASHER FOR HIS BIRTHDAY."



Join Fasco dealers in the festival of fan profits...

profits found only in the

## FASCO FAN PLAN FOR '56.

*New models, new designs,*

*new merchandising,*

*new advertising put you*

*in on more fan sales*

*... bigger fan profits.*

**A** Model 167—Deluxe 16" Oscillating Fan.

**B** Model 56—12" Hassock Floor Fan.

**C** Model 2060—Deluxe 20" Portable

*Window Fan w Thermostat*

*Comfort Control (Electrically reversible)*

**D** Model 1746—17" Portable Window Fan—

*Ideal for casement windows ... hanger bar free*

**E** Model 2069—WheelaBreeze Portable

*Window Fan w handy cart included.*

*Many other window, oscillating and floor models available.*



**FOR "PLUS" FAN PROFITS**

**GET FULL DETAILS ON THE**

# **FASCO FAN PLAN FOR '56**

**WRITE FASCO INDUSTRIES, INC. 120 AUGUSTA ST., ROCHESTER 2, N.Y.**

# How Family Circle appliance market

**Family Circle goes where your business is best!** The top supermarket chains that sell Family Circle locate their new stores in expanding, high-volume retail centers. Thus Family Circle automatically reaches your best market: young, growing families in new homes and new neighborhoods around shopping centers. Subscription-type magazines will take circulation wherever the mail goes—from prospects and non-prospects alike. Family Circle gives you circulation wherever your market goes: big families in fast-growing neighborhoods...where your business is best!



**4,000,000 family-shoppers buy Family Circle in stores of these leading supermarket chains in all 48 states and Canada:**

*Safeway • Kroger • American • First National •  
Winn-Dixie • Jewel • Grand Union •  
Dominion • Bohack • Red Owl • Albers •  
Weingarten • H. E. Butt • H. G. Hill •*



# reaches your best ...automatically!



**Family Circle is edited to interest and intrigue family-shoppers!**

How well do we succeed? Family Circle has the largest single-copy sales of any magazine ever...more per issue than Life, Look, Post combined! 4,000,000 shoppers really want Family Circle... want and need its expert equipment features...its inspiring articles on home building and furnishings...its practical advice on how to make homemaking easier and more fun. From cover to cover, Family Circle is packed with the kind of information and ideas that actively interests young, growing families—your best market for appliances and equipment!

*You cannot reach Family Circle's market effectively with other magazines!*

*National study of 5,800 families by  
Market Research Corp. of America shows:*

**71.6%** of Family Circle households received none of these weeklies:  
Life, Look, Saturday Evening Post.

**63.0%** of Family Circle households received none of these women's magazines:  
Ladies' Home Journal, McCall's, Good Housekeeping, Woman's Home Companion.

You're IN  
This Picture—



They're Coming to YOU For

# Cummins® 2 BIG BONUS BUYS

YOUR CUSTOMERS SAVE \$10 ON

**Cummins  
BONUS BUY  
No. 1**  
**MAXAW  
and  
SAW TABLE  
COMBINATION**



You Make Full Profit  
Great combination for  
Bigger Unit Sales,  
Faster Turnover  
(Offer Expires June 30, 1956)

**BOTH FOR  
\$79.90**  
Regular Price \$89.90

You're IN the "Fix in '56" profit picture for sure with Cummins 2 great Bonus Buys. Here are extra - spectacular values in the finest home power tools—that will build your traffic and sales to a new high! Every family in your area will join the 1956 nationwide home improvement campaign. Get 'em comin' to you for Cummins famous Power Tools.



**Cummins  
BONUS BUY  
No. 2**  
**SCREW DRIVER  
ATTACHMENT  
FREE!**

with purchase of Cummins  
Drill Kits 3051-S, 3052-S, 3062-S  
(Offer Expires April 30, 1956)

**FREE!**  
You Get  
Special  
50/40  
Discount  
on the  
Screw Driver  
Packed Right In Kit. No Extra Handling



**Cummins**  
Powerful National  
Advertising Will Reach  
**74,500,000  
PEOPLE!**



—including all  
the best prospects  
in your area

Powerful advertising in leading magazines will pull more people into your store! Ads featuring these spectacular Cummins Bonus Buys, direct them right to you, the CUMMINS DEALER, as the place to buy them! It's the biggest of all Cummins nation-wide promotions—to make more profits for you! Don't let this opportunity slip by—contact your Cummins jobber, or rush the coupon below. NOW!

**YOU GET FREE  
MERCHANDISING AIDS**

Your jobber will gladly supply you with Cummins counter displays, newspaper mats, envelope stuffers, metal pegboard display stand, banners, customer hand-outs—everything to help you do a whale of a selling job! They're all yours FREE—with your order for Cummins Bonus Buys. Act now! You'll be glad you did.

**Cummins Portable Tools**  
MADE BY

**John Oster**

MANUFACTURING CO.  
5055 N. Lyndell Ave., Milwaukee 17, Wis.  
in Canada, 334 Leander Ave., Toronto 10

**MAIL COUPON NOW!**

John Oster Manufacturing Co., Dept. SM1  
5055 N. Lyndell Ave., Milwaukee 17, Wis.  
Please rush full details on the Cummins Bonus Buys Program.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

© 1956 J. O. N. C.

## They Move Mountains

CONTINUED FROM PAGE 101

man only gets 25 percent.

"By giving the salesman 14 days we encourage him to use classified advertising and be his own businessman. If a prospect answers the ad and the salesman makes the sale, he'll get far more for the product than the warehouse usually will—giving him an extra profit and the firm more, too."

In addition, the ads frequently bring prospects into the store who buy new merchandise or other items. If the salesman sells an item above the low price set by S&M, he gets his \$10 plus one-half of anything above that price he gets. And if it includes a trade-in, the sales arrangement on the trade-in still applies.

### Satisfactory Arrangement

The salesmen like this arrangement, Foodym believes, because it gives them a chance to make extra money by being adept businessmen and handling trade-ins themselves.

Although S&M handles most major appliances, service contracts are only sold on air conditioners.

"We protect the customer and ourselves by giving good service and by having the resources to prove to the customer just what the product will or won't do," Myers says.

"When a person buys an air conditioner, one of our engineers—S&M has six of them—will go out to the customer's house and will tell him just what space will be properly cooled by how big a unit. If the customer wants too large a space cooled for the size unit he's willing to buy, S&M

won't sell it to him.

"It's not worth it. We lose more customers in the long run when one of them complains because of lack of cooling," Myers declares.

### 50 Percent Buy On Credit

Service contracts are optional with cash customers, but to protect the firm later on S&M makes the cash customer sign the sales ticket at the time of purchase showing he did not buy the \$10 service policy on the window unit. This usually puts the quietus on customers who tend to complain six months later that they thought the purchase price included service.

On the other hand, those who buy on credit, and 50 percent of the firm's customers do, must purchase the service policy. This assures the customers' continued payments. So far, Myers said, only two units have been repossessed and both were due to family breakups.

### Emphasis On Air Conditioners

"As far as we're concerned," says Myers, "air conditioners are our main emphasis and other appliances are the means of making an air conditioner customer. Air conditioning is a big business today but it's going to be even bigger. It takes a lot of advertising, good promotions and smart, satisfied salesmen to make the sale. Keeping the firm's name before the public 12 months of the year—and the product it sells—will pay off for us in the long run." End

## IDEA FILE

ELECTRICAL MERCHANDISING will pay \$10.00 for acceptable photographs of dealer ideas similar to the one below.



**TIE-IN WITH A SYMBOL.** Roy Stonnell, manager of the Good Housekeeping Shop in Charlotte, N. C. looks on with approval as "Tootsie" Sheppard, local drum majorette poses in front of a Diehl Manufacturing Company display. The poster behind Miss Sheppard is an enlargement of the dealer booklet which explains the merchandising aids incorporated in the 1956 Diehl "Fan Fair" campaign.



# Valentine in the Basement

... by One of Your Customers

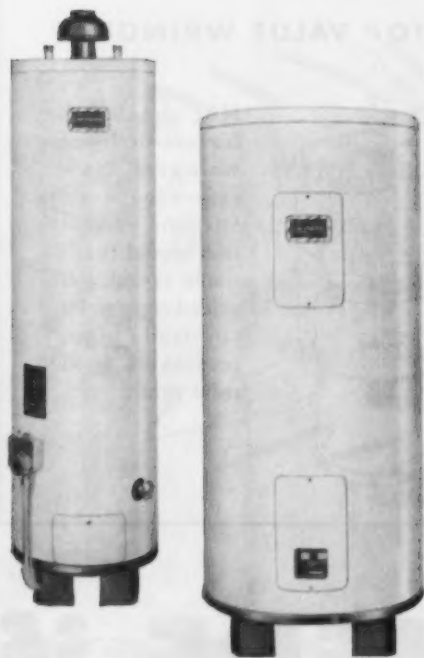
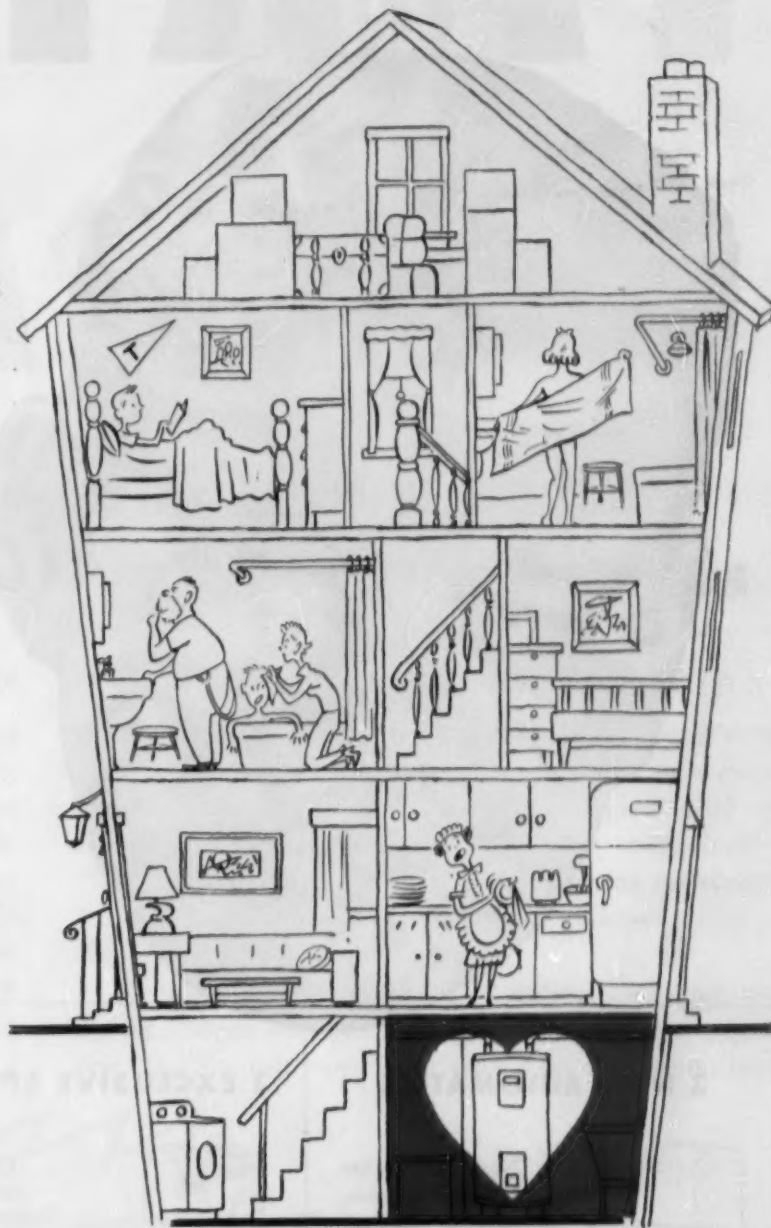
On the Eve of St. Valentine's, all through the house,  
There are people a-stirring, from baby to spouse.  
Mamma's in her towel, just out of her bath,  
And Pappa from his chin has just shaved off the chaff;  
The eldest has bathed and has gone off to bed,  
While the baby's now having mud washed off his head.

The maid's singing songs while she's washing the dishes;  
There's hot water enough to meet all of her wishes.  
The laundry's all washed and is ready to dry:  
It'll be neat in drawers, in the wink of an eye.

And down in the basement, and all unattended,  
Is the reason for all this activity splendid:  
TOASTMASTER provided our Valentine beauty,  
And heating up water's its primary duty.  
It's so doggoned *efficient*, and really much *faster*,  
We'd *never* give up our low-cost TOASTMASTER!

Insulated with Fiberglas: keeps the costs low,  
Ionodoglas *inside*—prevents rust, you know.  
Then, we had our choice—either gas or electric;  
And *both* had more features than we dared expectric!

We're glad that our dealer (who's also our plumber)  
Recommended *this* TOASTMASTER\* model number!  
So we honestly say, without more ado,  
Mr. TOASTMASTER dealer, WE DEARLY LOVE YOU!



Looking for a Toastmaster Water Heater dealership in your trading area? A letter to the address below will bring you all details and advantages... in a hurry!



## TOASTMASTER

### Automatic Water Heaters

McGraw Electric Co. • Clark Division • 5201 W. 64th St., Chicago 38, Ill.

"Toastmaster" is a registered trademark of McGraw Electric Co., Chicago, makers of "Toastmaster" Water Heaters, "Toastmaster" toasters and other "Toastmaster" and "Tropic-Aire" products. Copyright, 1956, by McGraw Electric Co.

# ARTHUR SELLS



## 2 NEW MATCHED PAIRS



This year give them a choice of two beautiful matched pairs. New improved Deluxe pair...years ahead of comparably priced units. Popularly priced Custom pair have many of the same quality features. Both dryers feature quick drying, low heat, high airflow system.

## 3 NEW AUTOMATICS



New "promotion special" automatic with full Easy quality. Plus exclusive Spiralator Deluxe and Custom models to satisfy the needs and pocketbooks of everyone.

## 3 EXCLUSIVE SPINDRIERS®



Three different models of America's favorite semi-automatic. New finger-tip control centers. New improved streamline design. You have no competition. You make all the sales in this market.

## 3 TOP VALUE WRINGERS



Not one, but 3 feature-designed wringers. New safety features. Low end promotion model that's traffic tested. All priced right to let you trade high, yet make a good solid profit.

# YOUR YEAR IS HERE if



# GODFREY FOR EASY

**America's No. 1 salesman pushes the  
No. 1 complete line of washers and dryers !**

#### COAST-TO-COAST CBS TV — PLUS FULL CBS RADIO NETWORK

Now America's #1 salesman is helping you sell the complete EASY line. More and more women are asking about the new Easy products because most of them listen to Arthur Godfrey Time, almost 20,000,000 every week.

You'll see dramatic TV demonstrations by your master salesman. In addition, over 95% of the country's radio homes will be covered by Easy commercials. Tie-in now with Godfrey display material, your own radio and TV spots and newspaper ads!

#### KEY CITY NEWSPAPER CAMPAIGN IN 294 MARKETS !

You will get the biggest key city dealer listing program going. Six page-dominating promotion type newspaper ads in 354 top newspapers. Every traffic-getting ad will feature dealer listings to identify your store as Easy "headquarters". It's your best buy for getting continuous Easy advertising support. Your Easy representative has the details . . . see him today!

All this means more profit in selling Easy than ever before. When you sell Easy, you sell the *only* complete line. Get the full story from your Easy representative.

Watch for mammoth announcement of  
**THE MOST IMPORTANT HOME LAUNDRY  
IMPROVEMENT IN 20 YEARS !**

(March issue — *Electrical Merchandising*)

*Time to team up  
with the only  
full line !*

**you're an  dealer!**

EASY WASHING MACHINE DIVISION OF THE **MURRAY** CORPORATION OF AMERICA

tion for adjustment unless you have been appointed an authorized servicing agent for the make in question. There are exceptions, however, as in the case of some minor exterior fault which involves merely the replacement of a control lever, terminal enclosure cap, or the like. Most manufacturers will not object to your rendering some of these minor exterior services and nearly all will either exchange the part on its return or credit your account for its net price. Needless to say, if you do get permission to handle such minor in-warranty jobs in your own shop, not only will your customers enjoy quicker service in such instances, but also you will be money ahead, for postage and packing would surely exceed the cost of labor for such trivialities. But without the authorized service franchise do not under any circumstances permit your serviceman to dismantle an in-warranty small appliance as dismantling without authority constitutes tampering and in such cases the manufacturer is privileged to void the guarantee. When you are in doubt, therefore, as to how far you may go in any specific case of this sort, be sure to contact your jobber first.

**Repaired Appliance Warranty.** There are differences of opinion as to how long one should guarantee a repair job—some favor one month, others three, still others one year. Ordinarily, any defective parts or faulty workmanship in a repaired appliance will show up within three months, but to say that you will stand back of the work for a year gives your customers a unique sense of confidence in your service personnel's ability to turn out a good job. Furthermore, customers' questions relating to the duration of the guarantee are eliminated because your repaired appliance warranty matches that of a new appliance.

A repaired-appliance warranty, however, is not overall protection against recurring trouble. Rather, you agree to replace free of charge only the parts which you renewed if any of these prove to be defective within a year (or whatever period you choose) from date of installation. If any other parts fail within the guarantee period, you agree to replace these for the price of the parts only—that is, without a service charge.

Lest by now you be plagued with visions of service department profits trickling down the drain to pay for reserving repaired appliances, bear in mind that if your serviceman uses the equipment and processes described in this series the need for reserving will be extremely rare and even in these instances the correction will seldom amount to anything more than a minor adjustment.

### Records and Forms

**Records.** Although you will want your service department accounting segregated for statistical purposes, it is understood that these few accounts will be handled by your present bookkeeper.

And, until you develop a rather

large service organization, the general correspondence of this department may be stored in your present letter files with the exception of unfilled parts purchase order copies and perhaps an extra carbon copy of any parts purchase order follow-up letters; these extra letter copies your serviceman will want to attach to their respective purchase order copies so that he can tell at a glance what effort has been expended to expedite delivery of parts. Even this correspondence when closed may be stored in your present letter files, but the remainder of the service department records (other than accounting) should be kept in a separate cabinet within easy reach of your serviceman's desk.

**The Repair Tag** is the first printed form to consider and these may be purchased as a stock item with your imprint added, or of course be made to order by your local printer. In the stock form there are many styles available, but basically this tag need only be about 3" x 9" overall, with a 3" x 5" center section for the entire job record, a 2" x 3" claim check perforated at the bottom, with another stub about the same size at the top which should be punched for the tag wire. All three parts should bear the tag serial number.

If you decide to have your tags made to order, you may find the following suggestions helpful. The 3" x 5" middle portion of the tag should have spaces designated for this sort of information: date received, customer's full name and address, telephone number, date promised, purchase date (for in-warranty appliances), description of the appliance (make, model, and serial number), what—if any—parts are missing as well as what extra parts were received which are not usually considered as belonging to the appliance, the customer's complaint, the completion date, the serviceman's initials, completion notice date, and the delivery date. On the reverse side of this portion of the tag, should be spaces for a list of parts installed, with quantity and part number columns on the left, pricing columns on the right, and a few lines on which to write the service performed. Then, along the bottom edge spaces should be provided for the estimate, date quoted, date approved, and the date parts were backordered.

The punched upper portion of the tag remains on the appliance at all times while it is in your care and it is important that your imprint appear on this stub, for it will provide positive identification when an occasional job is to be farmed out.

The claim check should bear your imprint, the tag number, possibly a statement of your responsibility regarding unclaimed repairs, and if you wish, a space for the kind of appliance, but the customer's name should not be written on this part.

Though larger shops may require multiple copies of the repair tag and/or work order, the simple three-part tag suggested here has proved entirely satisfactory for the smaller service organization. And, as you have al-

ready noted by now, a common 3" x 5" alphabetical card file cabinet is all you need for storage of the completed job records.

**Purchase Order Forms.** Doubtless these are already a part of your sales department stationery. Use the same ones of course. On the copy for your files, however, instruct your serviceman to pencil in the name of the customer beside any part or group of parts which have been ordered for a specific job. This makes allocation of the parts quite simple on receipt of the order. It will then be understood that any items not so designated have been ordered to replenish your stock.

**Inventory.** For a large parts house, a perpetual inventory system is ideal and it serves as an excellent guide to demand, but it can be a nightmare in a small service department. Unless your department is large enough to support an inventory clerk, therefore, it is more advisable to have your bookkeeper carry an inventory account for the service department which can be reconciled once or twice a year by taking a physical inventory.

Between physical inventories, debits to this account will be taken from repair parts invoices; credits, from your sales slip copies on which your clerks will need to show parts and labor separately so that your bookkeeper can cost the parts of each transaction. Miscellaneous supplies which do not appear on the sales slip can be estimated at the close of accounting periods when no physical inventory is taken. Thus, your bookkeeper will be able to give you a rather accurate profit and loss statement at any interval you desire.

**Repair Parts Identification.** Every repair part which comes to you unlabeled should be identified immediately after it has been unpacked. This identification consists of four parts: the part name, its number, the brand name, and the kind of appliance for which the part is intended. Tiny items—such as special screws, pins, keys, washers, and so forth—can be put in small coin envelopes on which the identification may be written. Obviously, a rather large number of these envelopes can be stored economically in an undivided parts cabinet drawer. Or, if you prefer, these very small parts may be kept loose in parts cabinet drawers with honeycomb dividers, (about 2" square), but compartment labels are somewhat troublesome to make and to attach in these very small cells. Most of the medium-sized parts may be stored unwrapped (but do not remove protective packaging from toaster elements and the like) in drawers with multiple dividers where the contents of each section can be identified with a compartment label. Unless the larger parts have been individually boxed and labeled by the manufacturer, these should be tagged; or, if they are to be stored one kind to a drawer or to a drawer section, the drawer label would suffice. Do not, however, write any prices on the tags, envelopes, or labels, for when you

receive a revised price list from a manufacturer it will be much easier to insert the new list or supplement into your price book than to correct prices on perhaps a hundred or more labels.

Furthermore, such a labeling system makes stock-taking a snap. A junior clerk can take the inventory in the usual way in the parts storeroom—listing quantities, part numbers, and part names, all grouped under their proper brand name heading—after which the individual items can be priced, totaled, and discounted at a desk by the same clerk. Thus your serviceman will be relieved of one non-productive job.

**Parts Price Lists.** In order to avoid confusion, it is a good idea to get all service department price lists into one indexed ring binder. Index main sections by appliances, subsections by brand names, and provide at least one indexed section for miscellaneous standard electrical supplies and related hardware which are not identified with any appliance manufacturer. Such a comprehensive price book not only will be an invaluable aid to your bookkeeper for checking invoices and costing parts, but also it will enable your sales and/or your clerical personnel to complete many a parts sale without the help of your serviceman.

Keep in mind, too, that this "master price list" is the key to all parts supersedures and for this reason you should insist that the price book be kept up to date at all times—even though your serviceman may be forced from pressure of productive work to defer the insertion of new illustrated sheets into his parts catalogues.

### Best Foot Forward

Ordinary good manners and a refined personality are naturally near the top of your qualifications list for all new personnel, but experience has proved that many employees do not at first fully realize the need for a special kind of business courtesy when dealing with service customers. Take nothing for granted therefore. Instead, when you brief new service department personnel stress every rule of good conduct and explain its reason, for if the reason is understood the rule will be more easily remembered.

So that you do not overlook any of the seemingly obvious details, the suggestions which follow are intended to highlight the main points of good service department behavior. Also included under this head are some of the more common unintentional blunders, some of which border on rudeness.

Let's begin at your service counter where an imaginary customer is waiting, holding a small appliance. Both are ailing, one emotionally, the other physically, and both are to be mended in your establishment. The customer comes first.

**The Initial Contact.** That many customers come to an appliance repair shop in a state of distress (some even with a chip on the shoulder), you

(Continued on page 173)



ADVERTISEMENT

**LIVE  
BETTER**





**LIVE BETTER**

***EL***





Coming soon — very soon — the greatest residential business building drive the electrical industry has ever known.

Its theme?

LIVE BETTER . . . ELECTRICALLY.

Its objective? To sell all the benefits of electrical living, and increase development of the residential market for electrical products. This means promoting the sale of electrical appliances on an all-out scale. Appliance manufacturers, distributors and dealers will be among the first to reap the benefits of this campaign.

You'll be hearing more about it soon.

**TER**

***Electrically***





TOP-FLITE TUNING  
SET & FORGET VOLUME

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The **NEW** 21-inch Du Mont  
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The **NEW** 21-inch Du Mont  
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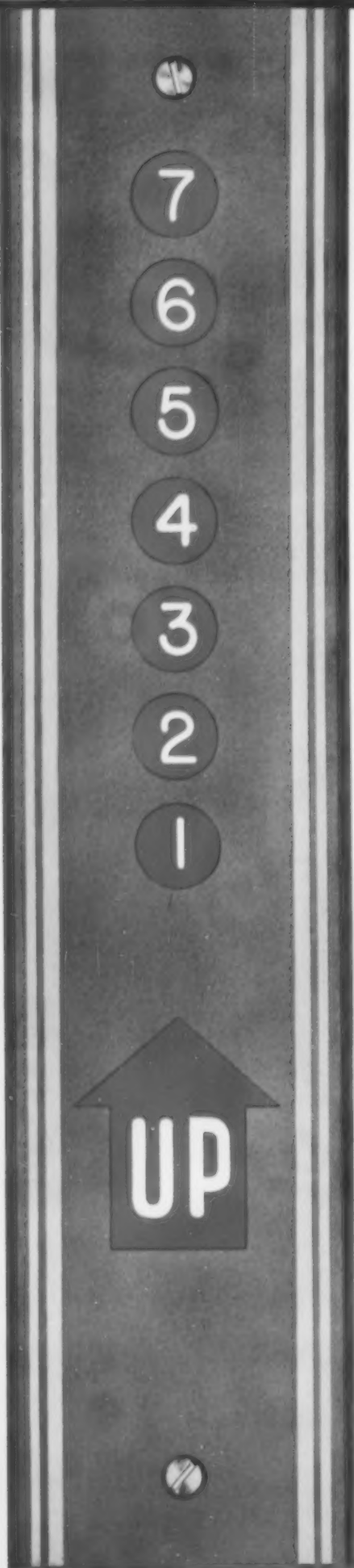
The **NEW** 21-inch Du Mont  
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The **NEW** 21-inch Du Mont  
**TRAINOR**

- All models available in mahogany and limed oak grain finish.

... Ready for delivery now ... New lifts in a high-profit line!



**TOP-FLOOR QUALITY • GROUND-FLOOR PRICE!**

The popular-priced Du Mont Picture Magnet Chassis . . . and the high-end Galaxy Chassis, too . . . give you sets to sell that meet the national buying trend to full-quality TV!

**LOAFS WHERE OTHERS PANT!**

Du Mont parts and circuits have extra-capacity ratings . . . perform better . . . last much longer!

**NO COMPLAINTS • FACTORY-BUILT SATISFACTION!**

Du Mont Picture Magnet dependability is built-in at the factory. Full-quality parts throughout.

**SERVICE-FREE AS TV CAN BE!**

Built-in quality ends costly nickel-and-dime service calls!

**TOP-FLITE TUNING! SET-AND-FORGET VOLUME CONTROL!**

Sharper, instant, channel-to-channel tuning, too!

**CABINET VARIETY • SHORT INVENTORY!**

A great choice of decorator cabinets and ensemble combinations in this short-inventory, low-cost line.

**PROFITS ALL THE WAY!**

Du Mont cabinetry sells style . . . with short inventory. The chassis sells quality . . . with minimum servicing.

*the trend's  
to Full Quality TV-  
that's*

**DU MONT**

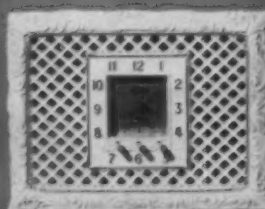
**RECOGNIZED AS THE HEIGHT OF QUALITY**

by the television industry and throughout the world

► **CALL YOUR DU MONT DISTRIBUTOR SALESMAN NOW!**



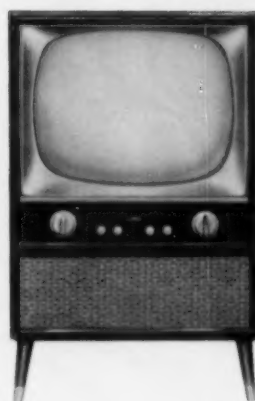
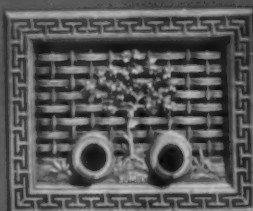
xy Chassis,  
TV!



● The Du Mont  
**CLASSIC  
CLOCK RADIO**  
Traditional bone-  
white and gold Louis  
XIV styling to accent  
every home decor.  
Also sell the Classic  
Radio.

● The Du Mont  
**MING RADIO**

Beautiful red, gold  
and black cabinet in  
traditional Chinese  
design. An accent  
piece for all room  
settings. Also sell the  
Ming Clock Radio.



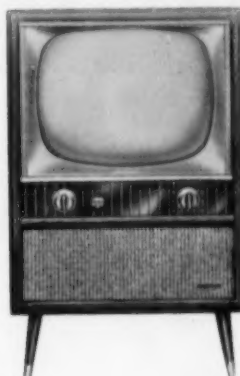
● 21-inch **CARTER**  
Metal cabinet console in ebony,  
mahogany or limed oak grain finish.



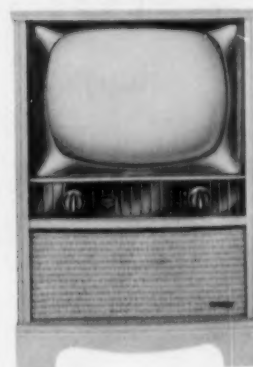
● 24-inch **D'ORSAY**  
Provincial styling in genuine  
cherry hardwood veneers.



● 21-inch **TEMPLER**  
Walnut, mahogany or  
limed oak grain finish.



● 21-inch **CONOVER**  
Walnut, mahogany or limed oak grain finish.



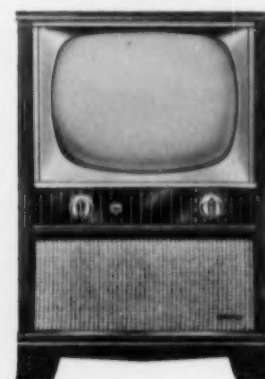
● 21-inch **CROFT**  
Walnut, mahogany or  
limed oak grain finish.



● 24-inch **THORNDYKE**  
Mahogany or limed oak grain finish.



● 21-inch **TAPT**  
Modern styling in mahogany  
or limed oak grain finish.

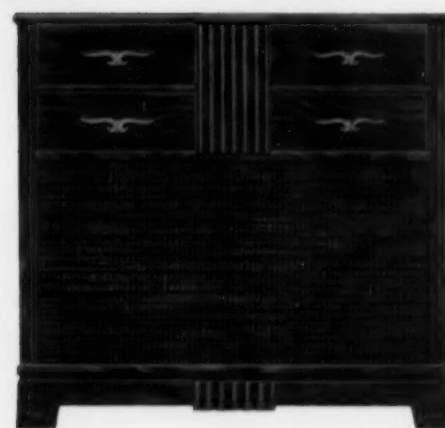


● 21-inch **CRAXTON**  
Walnut, mahogany or  
limed oak grain finish.



● The Du Mont Hi-Fidelity **SOUND STAGE**

Outperforms all ordinary hi-fi in the lower price field...with full fidelity reproduction from Du Mont's exclusive Sound Chamber. 3-speed record player. 2 extended range speakers. Mahogany or limed oak grain finish. Illustrated with 21" Du Mont Cabot.



● The **NEW** Du Mont **TANGLEWOOD**  
Hi-Fidelity Sound System

Here is your step-up from the **SOUND STAGE!**

Includes exclusive Du Mont Sound Chamber,  
AM-FM tuner, 3 extended range speakers.  
Majestic heavy wood acoustic cabinet in  
genuine mahogany hardwood veneers.



8 to 1  
you'll sell 'em!

Gambling? — not us. We know the facts. Surveys show that products with familiar brand names are preferred *eight times out of nine*. So just make sure which brands your customers want, and stock them. Makes sense, doesn't it?

Products with trusted brand names bring you many benefits: lower sales costs because they are so thoroughly pre-sold through their makers' powerful advertising and promotional material; fewer markdowns because of fast turnover; fewer adjustments because responsible manufacturers back up their products; best of all, lasting good will.

Yes, odds are 8 to 1 in your favor . . . and lots more's in your favor besides, when you stock the brands that sell the most.

\* \* \*

How do you push the brands that boost your business? Your method could win you national attention and local prestige in the Brand Name Retailer-of-the-Year competition. Write for details.

**BRAND NAMES FOUNDATION**  
INCORPORATED

A Non-Profit Educational Foundation  
437 Fifth Avenue, New York 16, N. Y.

FOR THE BUSINESS YOU WANT, PROMOTE THE BRANDS THEY WANT



## Successful Small Appliance Service

CONTINUED FROM PAGE 168

cannot overemphasize to your service counter attendant and, further, that it is his or her responsibility to ease that tension as quickly as possible. To this end, urge your attendant to get the customer's name immediately after greetings have been exchanged so that in the ensuing conversation she may be addressed by name. Before taking any further information for the repair tag, however, your attendant should listen with sincere interest to the customer's tale of woe.

And it matters not whether your service counter clerk is a man or a woman. A woman can, when it seems fitting, be sincerely sympathetic with another woman who has been inconvenienced by the failure of one of her appliances. If your attendant is a man, the customer will be denied intimate familiarity with her problem, but this deficiency will be offset by the assurance that a Man is handling the disabled appliance and is discussing intelligently what can be done to correct the fault.

### Complete Names and Addresses.

In addition to the exact address (both mailing and geographical addresses are important in a suburban community whose name differs from that of the rural delivery post office), insist that your employees get the full name of the man of the house. Explain to your clerks that when the customer is a woman, the right answer is more likely to come the first time if the question is put: "What is the full name, please?" rather than: "What is your first name?" Make sure, too, that all names include their appropriate titles. Some service people may regard this procedure as unnecessarily detailed, but what extra time is taken (possibly five to ten minutes a day) will be well spent, for you will thereby double the usefulness of your mailing list additions which come from your service department. As an example, Mr. Smith may be fully convinced that the electric shaver described in the circular you sent him is the best value in town, but he is certain to buy the shaver elsewhere if one of your clerks has inadvertently addressed the circular to Mr. Mabel Smith.

### Institution and Business Names.

Unless a purchase order signed by an individual is received before or with the appliance when one is brought to you for repairs from an institution or from a business, your service counter clerk should ask the messenger who brings the appliance for the name of the person who has authority to act in the organization's behalf.

**Telephone Numbers.** Incredible as it may seem, many clerks innocently blunder when asking what should be one simple question: "What is your telephone number, please?" Instead, some inexperienced people will preface this question with another: "Have you a telephone?" You know the reason—first it was World War II shortages that hindered expansion of telephone facilities and now the building boom in some areas seems to be one jump ahead of new telephone

construction and hence a number of deserving people in some of these new communities even now must wait a short while for a telephone. But can you imagine an eminent professional man being asked if he has a telephone!

**Punctuality Pays.** Almost every customer will want to know when her repair job will be completed. And though prompt service is a selling point, a reasonable time must be allowed for processing the work so that every job can be finished in good time. Usually, the three-day method of scheduling (receive it today, repair it tomorrow, issue completion notices the day after) is acceptable to most customers and will allow your serviceman to plan his work systematically. When a delay is unavoidable, however, the customer should be informed well in advance of the originally promised completion date.

**Lost Claim Checks.** When a customer calls for a repaired appliance and says that she has misplaced or forgotten her claim check, the traditional laundryman's quip, "no checkee, no shirtee," need not be the rule for your service department. For positive identification—if the person is not known to your attendant, he can ask for the customer's name and address and a description of the appliance, then compare this information with the job record and if in agreement the job may be delivered without fear of giving it to the wrong person. But inasmuch as a receipt was given to the customer when the appliance was accepted for repairs, a receipt should also be taken when the appliance is returned. Your attendant should ask the customer in such cases, therefore, to sign your sales slip covering the transaction on the received by line.

**Adverse Opinions.** Almost every kind of mechanic is inclined to express his opinions occasionally regarding the quality of the products on which he works. We all know that such appraisals are stimulated not only by their knowledge of the inner workings of certain appliances and machines, but also by the questions put to these men by friends and relatives seeking "inside information" prior to making a purchase. But the serviceman in your employ must be ready with a courteous and neutral answer to such questions, for this sort of information amounts to nothing more than an opinion, having no basis in fact, and hence is of little or no value in any event.

Furthermore, you should make it clear to your serviceman that nothing in his attitude, conversation, or gestures, should even hint to a customer that an appliance brought to him for service is in any way inferior to any other—no matter what he thinks about it. It may be worth a few extra minutes of your time to illustrate this point vividly, showing how a thoughtless slip of the tongue in this respect can be taken as a gross insult.

(Continued on page 176)

shortest distance between  
demonstration and  
sale is...

# AMPRO



Career

TAPE RECORDER

Outstanding volume seller!

The AMPRO "Career" Tape Recorder with electronic record eye. Retail ..... \$159.95  
Matching console speaker ..... 99.95

Simplified controls make demonstration easy—and profitable—on this two-speaker, two-speed, lightweight tape recorder. Handsome, durable carrying case. Your low-priced sales winner!

Ampro Hi-Fi

ELECTRO-MAGNETIC PIANO-KEY CONTROLS!

Model 757 AMPRO "Hi-Fi Two-Speed"  
Retail ..... \$239.95  
With built-in radio ..... 274.45  
Matching console speaker ..... 59.95

Demonstrate its easy push-button action!  
Demonstrate its true hi-fi reproduction!  
Demonstrate—and trade up to its built-in A.M. radio, its modern console speaker.



As featured in TIME

BEAUTIFUL!  
DISTINCTIVE!  
MODERN!



The Consolelette

The Ampro "Consolelette" with Tape Storage Compartment, in real mahogany or blonde wood. Retail ..... \$279.95

Ampro presents the industry's most complete line of tape recorder accessories.

Call your Ampro distributor today!

## AMPRO CORPORATION

2835 North Western Avenue, Chicago 18, Illinois

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# Look How **PHILCO** Air Conditioning a Year



New combination heating and cooling system proves easy to install and highly efficient



## Modernizing with Room Air Conditioners

ANOTHER  
PHILCO  
FIRST

A MAJOR Pittsburgh office building has installed and tested a new heating and air conditioning system, using room air conditioner units, that meets modernization problems in a different manner than complementing an existing heating system with a central air conditioning system.

After well over a year of observation, a report on the combination system, the largest installation of its kind, has been made by R. J. J. Tennant, chief engineer of the Henry W. Oliver Building, and Jack Cherry, air conditioning sales manager of Philco Corporation.

The new system uses a steam heating coil mounted in Philco's three-quarter and one horsepower console room air conditioners and more than 600 of the units will have been installed in the building by late this summer.

Mr. Tennant reported that costs of the new system were approximately 50 per cent less than the lowest preliminary bid on various types of central air conditioning systems for the 25 story building, strategically located on Mellon Square in the heart of Pittsburgh's business and financial center.

The entire project was a cooperative engineering program undertaken by the Henry W. Oliver

Building management and Philco in which Mr. Tennant and Philco air conditioning engineers pooled their experience. The results, Mr. Tennant reports, gave the Oliver building not only satisfactory air conditioning for individual offices but should result in more efficient operation of its heating system.

"The great improvement in heating of offices was a major reason for many tenants accepting the new system," the building engineer said. "They considered the air conditioning as a special bonus."

### Heating Efficiency Obtained

The increase in heating efficiency is shown by the use of only one console air conditioner with a heating coil in corner offices where formerly two cast iron radiators were needed. The result, Mr. Tennant said, was better heat distribution since the air conditioner fan was used to circulate the heat in the room.

More than 400 combination room air conditioners with steam coils were originally installed in 1954 and have been operating through some of the hottest and coldest weather Pittsburgh has known for many years. In all cases, the air conditioning kept offices cool with filtered and dehumidified air, and

as a heater kept the rooms at a comfortable heat level at all times.

A major tenant relations problem, too, was solved by the individual room air conditioners, it was pointed out. Management of the building, when considering air conditioning, was reluctant to ask tenants to take the new air conditioning if they did not want it.

But with individual room air conditioners this concern was resolved. The basic wiring job to handle the room air conditioner power load was put in without any major disturbance to offices in the building.

A copper heating coil, with a radiation surface equivalent in heat output to the largest cast iron radiator used in any room, was located in the plenum chamber of the Philco room air conditioner console. The air conditioner fan is operated by a two-speed motor, full speed for air conditioning and half-speed for heating.

A bi-metallic thermostat connected in series with the fan circuit controls the fan operation. The fan comes on at half-speed when the temperature in the plenum chamber reaches 110 degrees (Fahrenheit) and shuts off when the temperature drops to 95 degrees.

**\*Reprinted from "Skyscraper Management"**

Philco "firsts" in air conditioning makes news in the business world and will make sales and profits for dealers who concentrate on Philco, the Leader of the Industry.



# Leadership Makes 'Round Business Everywhere

The article on the opposite page is just one in a long series of success stories typical of Philco leadership in air conditioning. It tells how Philco pioneered a room air conditioner that not only is unmatched for cooling in hot weather, but also entirely replaces a radiator for heating in cold weather in any climate. This Philco development opens up vast new markets, and

makes air conditioning a year 'round business everywhere. Again it's proof that Philco offers you year after year your greatest opportunity for volume sales and profits, and that the capital of the air conditioner world is Philco, U.S.A. There's even more news for 1956 . . . be sure you get the full story from your Philco distributor.

## Again for '56 PHILCO Leads on Every Count!

1956 marks Philco's twentieth anniversary in air conditioning. By the widest margin ever it's the one room air conditioner line in America today with ALL the features America wants most—more automatic features . . . more quality features . . . more exclusive features . . . more of everything to meet the needs of every market, every buyer, every type of demand.

But even beyond its features . . . beyond its newly designed models, the most important thing to remember is that Philco is the one air conditioner with a 19 year record of quality, proven dependability, and sales leadership. It is no mere accident more people own a Philco than any other room air conditioner . . . it's because Philco leads on every count.



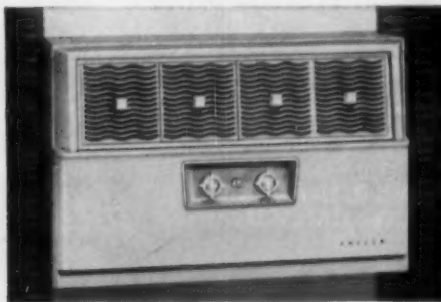
Just Press a Key for automatic comfort! An utterly simple operation. Again Philco is first with newly designed controls that are easiest to use and are the mark of Philco leadership. They set a new standard of convenience and up-to-date appearance.



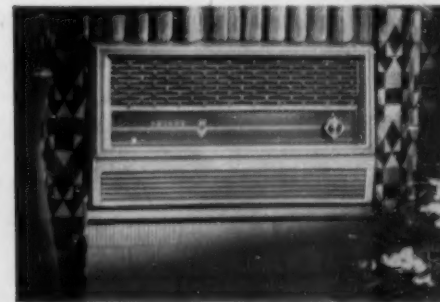
Built-in Comfortimer turns the air conditioner ON and OFF automatically at any pre-set time. There's even a special switch for absences of one or two days so that in any office, as an example, the unit automatically skips week-ends.



**New All-Inside 1 H.P. Model**—the Philco 2102-R. Maximum capacity unit is entirely self-contained in a cabinet only 13 3/4 inches from front to back, all inside the room—no overhang outdoors. Fits casement windows. Fits in the wall. Fits virtually anywhere.



**New Super-Economy 2 H.P. Model** is designed for stores, or to air condition an entire home at the lowest cost ever. Compact design and Philco Air Distribution System fits easily in attic or crawl space—easy to install, uses no water. It opens up a vast new market.



**New 7 1/2 Ampere Models**—in 1/4 H.P. and 3/4 H.P. sizes—plug in anywhere just like any small household appliance. No special wiring needed. Your Philco distributor has the full story of this sensational development; get in touch with him at once.

**Celebrate with Philco its 20th  
Anniversary in Air Conditioning**

**See your Philco Distributor  
or mail this Coupon**

PHILCO AIR CONDITIONERS, Dept. EM-256  
C & Tieg Sts., Philadelphia 34, Pa.

Without obligation, please send me specification pages and prices for all 1956 Philco air conditioners.

STORE NAME \_\_\_\_\_  
INDIVIDUAL \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_  
COUNTY \_\_\_\_\_ STATE \_\_\_\_\_

## Small Appliance Service

CONTINUED FROM PAGE 173

Stress, too, that one must be careful how he says, "We do not repair this make"—if you do not repair every make. Moreover, your clerk or serviceman must be ready with a tactful answer to the question "Why" which is certain to follow the foregoing statement.

And do not forget to caution your service department employees against becoming involved in the highly controversial subjects of conversation, such as politics, religion, intimate family matters, interracial relations, and so forth. Experience has proved that service people rarely originate such discussions, but often they are innocently drawn in; for some customers when reciting their appliance troubles will suddenly go off on a tangent and start talking about anything and everything else from pregnancy to politics. Show your employees how you shy away gracefully from such topics.

**The Acid Test.** On the rare occasion when a recently repaired appliance is returned to your shop for reservicing, your attendant must exercise the utmost tact and self-control. Indeed, if the serviceman himself happens to be the one to receive the faulty repair job, he especially will have to be on guard because in some instances he may be the object of a scalding initial outburst such as: "My iron is worse than it was before!" or "What did you do to my toaster?" This sort of irate customer is easily disarmed. If your serviceman will admit that he might have overlooked some detail and express regret that the customer has been inconvenienced by his oversight the situation is bettered immediately. If a specific case of this kind calls for more balm, your serviceman could offer to do the rework job ahead of its turn—even the same day if possible. Strangely, these infrequent reservicing jobs strengthen the ties between you and your customer, for when she calls for the reworked job and learns that you did make good your guarantee and that the transaction was handled as promptly and as courteously as the pay-job, her appraisal of the quality of your service shoots up immeasurably. Often, it seems, we are more critically judged by the manner in which we correct our errors than by our everyday actions. *End*

### HOW TO GET STARTED . . .

in kitchen selling. In March, Electrical Merchandising focuses its attention on an increasingly important segment of the appliance business, that of selling kitchens. Look for facts and features on important trends in this direction in the March Special Report on the Kitchen Business in . . .

### ELECTRICAL MERCHANDISING



**NEW! SALEM HOOD**

Rich . . . stunning . . . and distinctive with the look of true hand craftsmanship. This is Trade-Wind's striking new early American ventilating hood, made in exclusive Duometal—two sheets of genuine copper and steel laminated together. Beautiful antiqued finish to match the new copper stove tops. 30", 36", 39", 42" and 48" lengths including baffle. Underhood light available. Competitively priced.

**THE HITS OF THE YEAR...  
FROM TRADE-WIND**



**STATIONARY HOOD**

This is the popular Trade-Wind design which can be used with any kitchen decorating scheme and materially increases the efficiency of the ventilator. Available in both copper and stainless steel with brushed finish. Includes the exclusive baffle for even distribution. 30", 36", 39", 42", and 48" lengths.



**MODEL 3501 VENTILATOR  
550 CFM**

Recognized as the only complete system. Two inlets—one under the hood the second at ceiling level. Both inlets equipped with washable filters. Powerful dual centrifugal blowers. 4-speed switch. Use with any of the striking Trade-Wind hoods.



**MODEL 2501 & 1501  
VENTILATOR  
425 & 300 CFM**

Dual blowers. Interchangeable horizontal or vertical discharge. Built-in backdraft damper. Available with metal filter. Use with any Trade-Wind hood.



**MODEL 1701  
LIGHT/VENTILATOR**

Another exclusive Trade-Wind design providing both ventilation and light in the bathroom. Mounts flush in ceiling. Beautiful chrome and glass grille. 100 CFM ventilator with built-in backdraft damper. Uses 2 75W lamps. Time delay switch available.

*Trade-Wind Motorfans, Inc.* 7755 PARAMOUNT BLVD., DEPT. EM RIVERA, CALIF.



**IF REPEATED SERVICE CALLS ARE EATING UP  
YOUR PROFITS—IT WILL PAY YOU TO SEE WHY...**

# **BLACKSTONE STANDS UP IN SERVICE—AS NO OTHER WASHER CAN!**



**HERE'S BASIC QUALITY,  
SIMPLE, FOOL-PROOF DESIGN—  
UNMATCHED BY ANY  
OTHER WASHER MADE!**

Your profit on every Blackstone is a safer, surer profit because Blackstones stay sold!

The reason, of course, is that only Blackstone washers have this unique combination of these basic quality features: case hardened gears that wear for a lifetime; completely automatic mechanical operation; vibration-free movement protects vital parts; rust-free stainless steel tub and solid aluminum agitator.

Remember, too, that no other washer made sells with a bigger profit margin than Blackstone!

## ***Blackstone***

America's Oldest Manufacturer  
of Home Laundry Appliances

### ***Blackstone***

JAMESTOWN, NEW YORK



Wringer Washers



Automatic Washers



Dryers  
Gas & Electric



Front-Loading  
Washer and Dryer



Commercial Laundry



1956  
**Hotpoint**  
*super deluxe automatic*  
**Electric Range**

Also available in  
 beautiful, decorator-approved

**Hotpoint**  
**Colortones**

Coral Pink      Seafoam Blue  
 Meadow Green      Sunburst Yellow  
 Woodland Brown



# Now! They can cook everything in the book...Automatically!

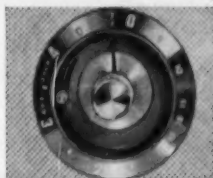
FRIES, BROILS, SIMMERS AND STEWS... BAKES, DEEP FRIES, ROASTS  
AND GRILLS—EVEN BARBECUES... AUTOMATICALLY WITH  
PRECISION TEMPERATURE CONTROL AND PRECISION TIME CONTROL!

## Hotpoint SUPER-MATIC makes it possible!

No cool spots, overheating, burning, scorching, or bollovers.



**Automatic Surface Unit**  
... They can fry, boil, sauté, pan broil and grill with thermostatically controlled balanced heat at all times. The most automatic, the most flexible, the most efficient cooking unit ever developed.



**Automatic Mealtime**... Select desired Super-Matic heat and set MEALTIMER for time food should cook—on the surface or in the deep well. Food cooks at the proper heat for the proper time, then shuts itself off automatically!



**Automatic French Fryer, Deep-Well Cooker**... Makes soups, stews, economy meals—even bakes under controlled heat. Makes economy cuts of meat tender and tasty—with constantly controlled temperature.

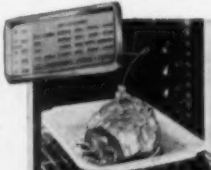


**Automatic Custom Cooker-Server**... It's a frying pan, grill, waterless cooker, a Dutch Oven, precision timed—heat controlled by Hotpoint's Super-Matic and Mealtime. Can be used as a table server.

## and Hotpoint adds all these other Super-Cooking Features!



**New "Super 2600" Calred**—world's fastest! Starts instantly, then cooks food as fast as food can cook. Every Hotpoint Range has it!



**New Roast-Right Thermometer**—roast any way you want... automatically! Roast-Right Scale tells exact doneness visually.



**New Handi-Raise Broiler**—lower to broil, raise to sear for professional steak-house results without touching pan or rack.



**New Automatic Rota-Grill Rotisserie**—barbecues all kinds and sizes of meats and fowl outdoor-style... automatically!



**New Handi-Curve Rack**—carve and serve barbecues anywhere you like right from the Rota-Grill... no slip, no skid!



**Color-Lighted Pushbuttons**—automatically shows which heat is on! Each bank color-keyed to surface units they control.



**Automatic Golden Griddle**—grills and fries with perfect golden brown results every time. (Optional for four models.)



**Automatic Golden Fryer**—prepares crispier, tastier french fried foods—seals in flavor. (Optional for three models.)

Hotpoint's completely controlled heat and timing brings a new automaticity to cooking. It is so perfectly controlled even an old percolator becomes a *fully automatic* Coffee Maker! And throughout the entire line, you have features to offer that make Hotpoint Automatic Ranges the value leaders in the top, middle or low end of the line.

In addition, Hotpoint offers many of its De Luxe features as separate

accessories—so that your customers can choose and add features to suit their needs. This gives you a new opportunity to add to your Range profits. Have your Hotpoint Distributor show you Hotpoint's *complete* Automatic Electric Range Line for '56—including six brilliant, new 39-inch models and two outstanding, new 30-inch models. And they're being merchandised with a promotion program aimed directly at *your* trade.

look to **Hotpoint** for the finest—first!

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALS • WATER HEATERS • FOOD FREEZERS • AUTOMATIC WASHERS • CLOTHES DRYERS • AIR CONDITIONERS • CUSTOMLINE  
HOTPOINT CO. (A Division of General Electric Company) 5600 West Taylor Street, Chicago 44, Illinois

get your share  
of this fast growing  
multi-million dollar  
market!



# Sell the new Coolerator Dehumidifier



1956 COOLERATOR DEHUMIDIFIER

Effectively dehumidifies up to 13,000 cubic feet. Keeps basements and recreation rooms dry and healthy. Prevents rust, mildew and moisture deterioration. No installation—just plug in to operate. Costs only a few pennies a day.



ROOM AIR CONDITIONERS

Full range of capacities from 1/4 HP to 2 HP—all Maximum Performance Tested. Beautifully styled—many exclusive selling features.



COOLERATOR WINDOW FANS

Full choice of sizes and features, including automatic thermostatic and push-button controls. Finger-proof grills, whisper-quiet operation.

## Coolerator

BEST HOME IN HOME COMFORT APPLIANCES



Ask anyone and he'll tell you . . . "It's not the heat—it's the humidity."

And to prove it, each year for the last 6 years people bought more and more Dehumidifiers for home and office. In 1955, sales reached nearly \$12,000,000. 1956 sales are expected to reach an all-time high.

The way to get the lion's share of this business in your market area is to sell the line that is:

- **Engineered to do the job** — to keep humidity low—to make living more comfortable even in the hottest weather.
- **Styled to Sell** — designed to look attractive in any part of the home, in any office.
- **Priced to Sell** — to meet or beat competition and still allow you a good mark-up.
- **Warranted to Serve and Satisfy (5 years)** —to insure complete customer confidence.

Coolerator Dehumidifiers score 100 on every count. For bigger profits from your summer selling season—get the Coolerator facts NOW . . .

McGraw Electric Company  
Lonergan Manufacturing Div.  
712 North Clark Street  
Albion, Michigan

Please send me complete literature on the 1956 Coolerator Line.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

## 500 Air Conditioners

CONTINUED FROM PAGE 184

quality of the featured line, McCrann finds.

"We stick mainly to a single line," he says, "not only because we're sold on it but because the more we buy from a single manufacturer or distributor, the better service we get and more consideration we receive at his hands. If we split our buying between four and five suppliers, we would give none of them enough business to justify their special consideration of us."

Further, he points out, by featuring one line it is possible to become an expert in selling it because study of the unit and how to sell it are concentrated, not scattered.

The owners believe so strongly in the practical value of demonstration that 12 units remain hooked up in the store for quick and easy demonstration.

### Proper Size Vital

The most consistent seller is the one-ton unit, although smaller and larger units are stocked.

Many sales come as a result of telephone inquiries. McCrann follows up these with a personal call by appointment. In the home he measures the room or rooms to be cooled, inspects the condition of windows and walls and determines the size unit needed before making any recommendation.

He follows this in reverse in selling on the floor. The average prospect knows the size of the room he wants to cool and can give a general idea of its condition. The sale is completed on this basis, but the installation-service man has standing instructions to check and measure the room before actual installation to determine that the unit bought is the correct one for the job to be done. If he finds that it isn't, he telephones the store immediately and McCrann goes out to the customer's home and shows him why the unit he has bought is not large enough to deliver a satisfactory job. He will return with the original unit and tear up the purchase order before he will install a unit which the survey shows will do an improper job of cooling.

"We get many of our sales from friends of customers," he says, "and the reason for that is because we insist on installing the proper unit to fit the needs of the customer. It's more profitable in the long run to lose a customer than to have one who is dissatisfied with his conditioner."

### Conservative Ads

The company never advertises liberal purchase terms, and seldom does it sell a unit with as low as 10 per cent cash. The average credit purchases is on the basis of 25 per cent.

"We don't advertise terms," McCrann says, "because we want to be able to study our customer and his ability to pay and work out terms to suit him and at the same time

(Continued on page 184)



# UNIVERSAL Toastamagic



## NO SOONER "SET" THAN "DONE"

*Toastamagic's "one-third faster" speed with any type of bread means faster sales for you!*

Companion to the famous fast-selling Coffeematic, Universal's sensational new automatic toaster has become a top seller overnight. Using a radical new toasting principle, the Reflector Control, it completely outmodes conventional designs in speed, toasting excellence and convenience. The Universal Toastamagic is styled for excellence and featured to make it sell on sight. Order yours today!

**Model 2855—NOW ONLY \$17.95**



### NEW TOASTING SPEED

New heating element and insulation eliminate warm-up period, toasts in only 60 seconds. Fast heat rewarms toast without darkening the color.



### NEW TOASTING ACTION

Sensational new principle eliminates old-fashioned timer, uses reflected heat to give same color to any type of bread without changing the control.

**PLUS** New High-Rise Racks • Finger-Tip Release  
Silent Action • Hinged Crumb Tray • Single Slice Toasting

Everything points to the **BIG YEAR!**

LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.

# Hallicrafters...

## Lower Inventory Quicker Turnover Bigger Discounts Better Profits

No Spring load-up when you sell the "short line"...  
you cover every price range and reduce inventory  
at the same time!

With exclusive Hallicrafters features...and accepted  
Hallicrafters quality you have greater sales  
appeal...quicker turnover!

Every model is a leader...you sell more, get bigger  
discounts!

A "short line"...a fast line...an accepted line...  
a quality line means better profits for you.

see **h**ear see  
**hallicrafters**  
Chicago 24, Illinois

Check the features  
on these great  
Hallicrafters TV and  
Radio leaders!



MODEL 21KTA40MC: A 21-inch console with brilliant  
13-tube performance. New "Stand-Up" tuning...  
Opto-filter safety glass...multi-purpose tubes...and  
Carcade tuner.



MODEL 5875CL:  
Granada clock  
radio in green or  
brown leather. Stand-  
ard broadcast re-  
ceiver. Wristlet clock  
movement is direct  
with automatic time.

MODEL 5875-21: The  
Cornet standard  
broadcast receiver in  
strikingly beautiful  
brown or green leather...  
powerful 4" speaker and high im-  
pedance iron-core  
antenna...AC/DC cur-  
rent operated, 105 to  
120 volts, 50-60 cycle.





## the "Short Line" for Long Profits!



**MODEL 24T350M:** Beautiful 20-inch Deluxe console. Two speakers. Cascade tuner. Optic filter safety glass and aluminized picture tube. The best money can buy.



**MODEL 21K801M:** Full 21-inch Color console for the finest in compatible Color-Viewing. Twin speakers...a choice of blonde or mahogany in handsome modern wood cabinet...40-tube performance.



**MODEL 5121B:** Normandie clock radio in mahogany wood case. Telechron clock automatically turns on any appliance at preset time, then turns it off later.

**MODEL TW-2000:** The original, 8-band portable radio. Enjoy World-Wide reception on standard and short wave broadcast bands...plus 180-400 Kc. aircraft and navigation band coverage.



**MODEL 17T1720T:** A new 17-inch mobile table model. Built-in antenna...extra long power cord...iron legs and over-size casters for easy rolling.



**MODEL 24T510M:** Deluxe 24-inch table model. The ultimate in big-screen table models with Optic filter safety glass...two speakers and top front tuning. Cascade tuner.



**MODEL 17T1700B:** 17-inch table model that provides amazing reception even in fringe areas. Ideal as a second set and light enough to carry from room to room. Priced to sell at only \$79.95.



**MODEL 21T1750M:** Hallicrafters quality makes this 21-inch table model an outstanding leader. New Multi-Power chassis...top tuning...built-in antenna...and removable safety glass.



**MODEL 21T1630MC:** Table model convenient to big-screen (21-inch) television. "Stand-Up" tuning...aluminized picture tube...built-in antenna and Cascade tuner.

**MODEL TW-200:** Pick-up portable in top-grain cowhide. AC/DC current or battery operated.



see hear see  
**Hallicrafters**  
Chicago 24, Illinois

# IMPACT

TO HELP YOU  
**SELL!**



**ROPER Tem-Trol**  
CONTROLLED-HEAT TOP BURNERS

*Makes Any Utensil Automatic!*

Think of it! Automatic cooking in any utensil, right on your range top... with heat control like that of your oven. It's so easy! Just "Tune" the dial to the heat you want. Then "Tem-Trol" holds it. Foods cook just right... every time... "Personalized" to your family's taste. Geo. D. Roper Corporation, Rockford, Ill.

**WIDEST CHOICE OF CONTROLLED TEMPERATURES**

- High Heats For Frying or Other Super-Speed Jobs
- Low, Low Heats for Delicate Foods
- ... Cook without boil-over
- ... Custard without a double boiler

**ROPER** "AMERICA'S FINEST GAS RANGE"

Write for FREE FOLDER ON GET YOUR ROPER RETAILER

Ask, Yes, About ROPER "CRASHBROS" Built-In Gas Cooking Units and ROPER "GET-ARRE" Gas Clothes Dryers

Powerful Roper consumer advertising is pre-selling for you in Better Homes and Gardens, McCall's, Better Living, Good Housekeeping, Town Journal, Farm Journal, and other leading magazines.

**GEO. D. ROPER CORPORATION**  
ROCKFORD, ILLINOIS

I want to tie in with Roper's spring campaign. Rush me full details.

Firm Name \_\_\_\_\_

Your Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

EM256



**"ADVANCE SALESMEN"**

**OPENING DOORS FOR YOU THIS SPRING**

## 500 Air Conditioners

CONTINUED FROM PAGE 180

make the sale safe for us. In some cases, we get as much as 50 per cent down, and one-third cash is fairly common. As a consequence, we have practically no repossessions."

Because of the condition of wiring in all but the newer homes in Corpus Christi, it is necessary to do considerable extra wiring in order to power the units of one ton and more. In selling these units, the company figures the cost of the unit and then estimates the cost of installation, pointing out that it does not actually do the electrical work but will gladly recommend a licensed electrician. The electrician then bills the customer for his job, so that the installation cost does not enter into the actual sale, except in a rare case where the customer's credit is excellent and he asks that the installation be charged against the unit price. In such a case the company pays the electrician.

### Inventory Draws Crowds

It so happens that the store's storage space is limited and it has become necessary to construct a narrow shed alongside the building, which is exposed to the street. A promotion stunt that is paying off here is the practice of storing empty corrugated cases in which units come, instead of destroying them. Thus the passerby sees scores of cases stacked under the shed alongside the building and a lot more stacked neatly near the front, and he is impressed with the tremendous stock of units on hand.

"It's amusing sometimes," McCrann says, "to have a prospect come in, remark about the big stock we have on hand and infer that since we're over-stocked we ought to have some bargains."

"Maybe it's a little deceptive, but it certainly does nobody any harm, and it does help by creating the impression that we are heavily stocked with air conditioners. Whether a prospect thinks that is an indication that we're forced to cut prices or that we simply are doing a tremendous air-conditioning business, it makes no difference. The important thing is that the empty cases have attracted his attention and brought him in."

McCrann thinks that some dealers make the mistake of waiting too long in the Spring before starting to feature air-conditioners. Last January he stocked 96 units and made a major display of them in a show window and set up one as a demonstrator on the floor, near the entrance. He made a lot of sales in January as a result, and volume continued right on until the regular "season" opened.

"In fact," he points out, "we mention air conditioners in our advertising right in the dead of winter. We believe in that way we are in the running a lot sooner than the average dealer when the normal season for air-conditioners does open. And, surprisingly perhaps, we sell an occasional unit in the middle of winter—by keeping the public reminded that we have the units." End

### ROPER'S PLANNED PROGRAM to help you sell "TEM-TROL"



GEO. D. ROPER CORPORATION - Rockford, Illinois



# Shh!

Permaglas<sup>®</sup> has a

**BIG SECRET**

*that has to be kept 'til next month!*

*(hint)*



it's a mighty profitable secret  
for **Permaglas** glass-lined  
water heater dealers!

*(another  
hint)*



your **Permaglas** distributor might  
let you in on it early - *if you ask him!*

*(still  
another  
hint)*



whatever you do - **DON'T MISS IT**  
it's **BIG!!!**

Through research  ... a better way

**A.O. Smith**  
CORPORATION

PERMAGLAS DIVISION • KANKAKEE, ILL.  
International Division, Milwaukee 1, Wisconsin

# All New Magic Chef-more

Style star for '56

The range with the  
Features-  
and the Future!



Selling features she knows  
and wants -

- Famous Magic Chef Red Wheel Oven Regulator
- Indirect fluorescent worktop lighting
- 100% Safety Shut-Off
- Lifetime Titanium porcelain
- "Automatic" or Swing-out broiler
- Magic-Lite Ignition-75% cooler pilots
- Triple-Thick Fiberglass insulation.
- Silicone Heat Seal
- Plus dozens of other features in the all-new Magic Chef for '56!

**FIRST** gas range with a built-in meat thermometer. Amazing Magic Chef Roast Guide reads the "doneness" of roasts from inside the meat, registers the reading - rare, medium or well - on a visible range-top dial. An easy-to-demonstrate sales-clincher.



★ Roast Guide reads "doneness" of meat on mustelback dial.

**FIRST** gas range with a giant oven in a 36 inch range. First to combine the increasingly popular large oven with the modern, compact unit already selling about 50% of the market. And Magic Chef's Family Fare Oven is fuel-thrifty - more efficient than ordinary small ovens.



★ Family Fare Oven gets everything ready at once.

**FIRST** and Finest for '56 in styling, in performance, in self-selling features: Magitrol Griddle "won't burn foods." Thermostatic heat control - just like the oven. Finer flavor, more healthful foods, too, because grease runs off - into handy pull-out drawer for easy disposal.



★ Magitrol "fools" griddle from bottom. Note pull-out grease drawer.

than ever will  
MORE WOMEN COOK ON

# Magic Chef

THAN ANY OTHER RANGE.





firsts for '56 than any other range!



Model 1A688 with chrome top.

**A BRILLIANT NEW LINE OF SPACE HEATERS, TOO.**

More beautiful, more saleable than ever. 9 oil, 4 gas models. New Magic Chef TV styling, designed for volume sales. Supported by the most unusual and aggressive merchandising campaign in heater history—and the new dealer's Profit Protection Plan.

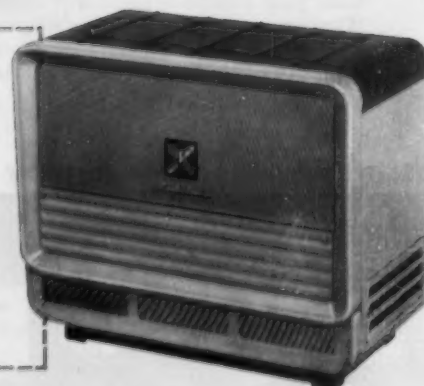
Get the full story from your Magic Chef representative.



MAGIC CHEF, Inc.  
ST. LOUIS 10, MISSOURI

CASH IN ON  
**Magic Chef**

NO. 1 NAME IN RANGES  
AND SPACE HEATERS



DEALERS: Procter & Gamble's new dishwasher detergent . . .

# Cascade

## Gives spotless results ...your key to More Dishwasher Sales!



### Actual Comparison Test! Cascade makes the difference!

**ORDINARY DETERGENTS.**  
Here's a glass washed with an ordinary dishwasher product. It's streaky, spotted!



**CASCADE.** And this glass was washed with Cascade. What a difference! No spots! No streaks! Yes, it's "close-up clean"!



**Cascade's superior cleaning performance is building greater consumer satisfaction . . . new demand for dishwashers!**

Up to now, as you well know, automatic dishwashers haven't really "taken hold." Why? One big reason is that dishwashers haven't had the right detergent to give satisfactory results. But, at last, that problem is solved, thanks to Cascade!

Yes, Cascade gives spotless results never before possible in dishwashers . . . and with new safety! It's because Cascade is made by an exclusive *process mix* formula that was developed after three years of experimental work in the Procter & Gamble laboratories.

This *process mix* actually homogenizes the product so it can do a marvelous new type of cleaning job! And only Cascade has it!

Cascade's remarkable cleaning performance means greater consumer satisfaction with dishwashers . . . the kind that spreads good will and builds sales!

Yet that's only the beginning! Read below how Cascade is working with the appliance industry to keep on boosting consumer demand for automatic dishwashers.

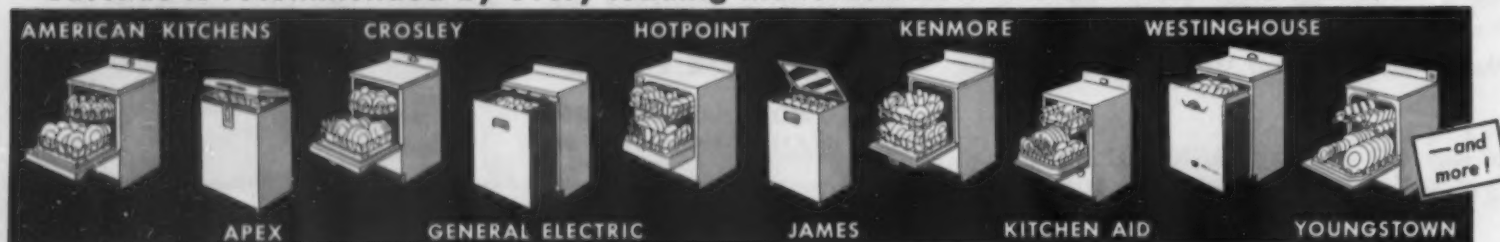
## And Cascade has a powerful program to help you build traffic and close sales!

And it's already in action . . . ready to help you boost your volume in automatic dishwashers! What's more, it's a tremendous program which includes the biggest advertising campaign in the history of dishwashers . . . a special dealer


discount plan on Cascade . . . free store material . . . free use of a remarkable new publicity film on dishwashers! Get details from your Cascade representative, or write to Procter & Gamble, Box #32, Cincinnati 1, Ohio.



**Cascade is recommended by every leading manufacturer of Automatic Dishwashers!**







**3 out of 4 times...  
the woman chooses  
the brand!**



The husband may sign the check...but when a couple buys an appliance (refrigerator, for instance), it is the *wife* who decides on the features, who does the preliminary shopping, who eliminates brands and decides which brand is bought.\*

Almost half of all women who shop in appliance stores read Ladies' Home Journal, so the manufacturer who advertises his product in this *No. 1* magazine for women is giving the retailer the best possible selling support.

\*Based on survey of recent refrigerator buyers

*Never underestimate the power of a woman,  
nor the power of the magazine that understands women*

*Ladies' Home* **JOURNAL**

A CURTIS PUBLICATION

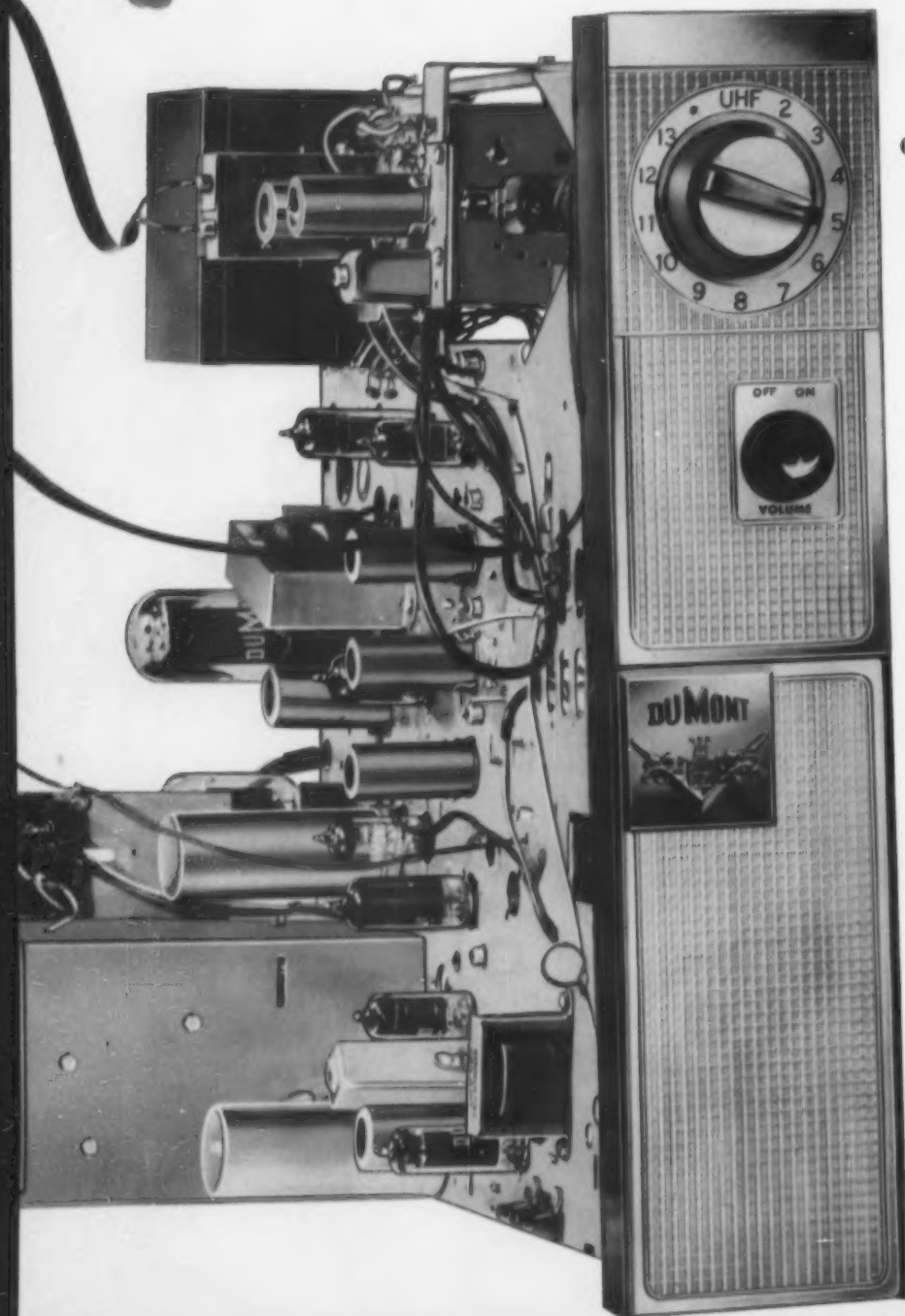
**No. 1 in circulation  
No. 1 in newsstand sales  
No. 1 in advertising revenue  
among all magazines edited for women**

**DU MONT**



# *Ride Up!*

**with the Reserve-Power  
PICTURE MAGNET CHASSIS  
for 1956**



Give your sales and profits a lift with this popular-priced Du Mont Picture Magnet Chassis! Like a fine car engine with extra horsepower—its parts and circuits have extra capacity—far above ordinary TV! It's deliberately engineered to perform brilliantly without effort—to last much longer—to keep customers happy!

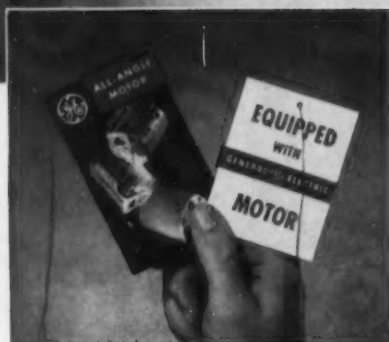




## NOTE TO APPLIANCE DEALERS:

There have been big design advances in electric motors for products you sell. Since these advances can affect your profits, we ask . . .

# Which motor would you choose?



**SALES-AID TAGS** call attention to G-E motors, help close sales. G-E design superiority keeps customers happy—means repeat sales.



**PROMPT, LOCAL SERVICE** by your G-E Small-motor Service Station minimizes customer inconvenience and your expense. See the "yellow pages" for the one in your area.

**SMALLER, LIGHTER G-E MOTOR** (right) is for summer cooling fan use. This same outstanding General Electric quality is available in permanent-split capacitor motors for room and central air conditioners, in shaded pole motors, and in major appliance motors.

If you were to select the motors for the cooling fans and air conditioning units you sell, which design would you choose? The right choice is important because recent design improvements are the most important made in many years.

This big difference in motors is the result of design advances pioneered by General Electric. Such G-E features as moisture-resistant, long-lasting Mylar<sup>®</sup> insulation, no re-oiling for summer use, and all-angle sleeve-bearings for vertical or horizontal operation are important to you and your customers.

There's more to the G-E story, too! G.E. gives you the sales help of a "name" motor that study after study shows most people recognize and prefer. And G-E motors are backed by an extensive network of local G-E Small-motor Service Stations which can help you provide prompt motor service.

To take advantage of today's big difference in motors, specify "equipped with G-E motors" on your next equipment order. Ask for G-E replacement motors, too—for the same profitable reasons.

\*DuPont trademark for polyester film

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**

FOR FREE FULL-COLOR BULLETIN on the motor featured above, send your name on your company letterhead to:

SECT. 702-39, GENERAL ELECTRIC CO., SCHENECTADY, N. Y.

**HIGH** *Style* -- **HIGH** *Quality* -- **HIGH** *Profit*



Model  
56-SPT



Model  
56-MP



Model  
56-BP



Model 56-SRPT  
the incomparable  
*Super Regent*  
(no rinse tubs needed)

## *Woman's Friend* **WASHERS FOR 1956**

New, beautiful color combinations\* this year... new, improved design agitator for still better washing action... new, increased production facilities... new, dealer sales helps... but, ... no change in the high standards of manufacturing that have prevailed for over half a century.

\* Super Regent and Regent available in all white and also in harmonizing pastel yellow, pink, green and blue. Deluxe and Standard models available in white only.

PRODUCT OF CENTRAL RUBBER & STEEL CORPORATION, FINDLAY, OHIO  
Over half a century building good washers



## NEW PRODUCTS



ANNA A. NOONE

New Products Editor

## 1956 Range Lines



ADMIRAL 1956 Ranges

Admiral Corp.,  
3800 Cortland St.,  
Chicago 47, Ill.

Models: 1956 line includes four 40-in. and four 30-in. ranges.

**Selling Features:** All models come in white, one top model in each size available optionally in shell pink, green or yellow for \$10 extra; Flex-O-Heat controls permit dialing any degree heat plus new 8-in. Dial Temp unit which automatically maintains constant cooking temperatures in every utensil, standard on Imperial 40 and 30 in. custom models. After utensil heats to selected temperature, built-in thermostat automatically maintains exact pan heat for any control setting from 145 to 425 degs; built-in Dial Temp cooking guide behind oven door, below right front surface unit lists temperature settings for a variety of foods.

Two-speed infra-red broiler with optional rotary roaster which uses center coils for broiling small amounts at high or low temperature on all models; non-fog oven picture windows on 3 ranges; removable drip pans under each surface unit slip out for easy cleaning; special circuit breaker switch eliminates fuse replacement and assures uninterrupted current flow; automatic electric timer clock serves also as kitchen clock and 60-min. timer.

Top 40-in. model 6149, timer automatically operates both ovens, rotary roaster and any portable appliance connected to outlet; No. 6147, 40-in. model unit operates oven, rotary roaster, outlet and dual deepwell cooker.

Aluminum flex-o-grill optional plug-in accessory for \$39.95, has heat settings from 200 to 435 degs F; aluminum griddle-master, accessory, \$4.50.

An elevator broiler rack and large-size rotary roaster are standard on 2 custom 40 in. models—

rack has 9 positions, can be raised or lowered without removing food from rack or oven, \$25; extra on all other models. It electrically rotates chickens, turkeys, roasts on barbecue spit inside oven.

All ranges contain oversize ovens and single dial oven temperature control with automatic pre-heating; one setting turns oven on and brings it to selected temperature which is maintained by a thermostat; oven signal light glows until selected temperature is reached, then goes off.

Prices: 40-in. models from \$199.95 to \$479.95; 30-in. models from \$199.95 to \$299.95.



PHILCO Built-in Ranges

Philco Corp.  
C and Tioga Sts.,  
Philadelphia, Pa.

**Device:** Range units in Philco's 1956 Custom Sectional Appliance line include an elevator oven; surface units mounted in matching cabinet; wall-mounted control center accessory.

**Selling Features:** "Elevator" oven automatically raises at touch of switch to proper working height for person using it, from 36 in. to 15-in. above work surface; raises or lowers to any intermediary position selected with switch; stainless steel work-surface top; oven, 24 in. wide and deep.

"Broil-Under-Glass" smokeless broiler available with stainless steel door or with white porcelain; easily installed in built-in oven.

Companion surface units, mounted in pairs in stainless steel; may be installed in any desired pattern; control switches may be installed in cabinet front, top, backsplash or high or low on wall; units are square in design; 2 door cabinet below surface unit provides ample pots and pans storage.

Wall-mounted control center accessory for oven, includes Roastmeter, Quickset timer-clock that requires only 2 settings—cooking and finish time and interval timer.



THERMADOR Ranges

Thermador Electrical Mfg. Co.  
Div. Norris-Thermador Corp.  
Los Angeles 22, Cal.

**Device:** Thermador's 30-inch "Trojan" has been added to console range series.

**Selling Features:** Squared corners, designed to give a new "built-in" look when planned with storage cabinets on either side; stainless steel top; 23-inch banquet-size oven; 4 fast Monotube elements, tilt-out for easy cleaning, arranged for maximum work area; 7-heat switches for positive fingertip control of surface elements; teleminute oven timer; interval bell timer chimes; storage drawer for utensils; stippled grey porcelain enamel oven interior; recessed infra-red broiler for smokeless, charcoal-type broiling; regal grey or white porcelain enamel exterior.



PHILCO Ranges

Philco Corp.  
C and Tioga Sts.,  
Philadelphia, Pa.

**Models:** Line includes seven 40-in. models (1 with double-oven) and three 30-in. models.

**Selling Features:** Top 40-in. model features 4 automatic surface units; Roastmeter which electrically records degree of roast doneness; registers internal temperature of food in degrees of doneness on control panel; Quickset timer-clock, electric interval timer; "Broil-Under-Glass" and "Jiffy Griddle".

Deluxe 30-in. model with Starflight styling has Roastmeter, Quickset timer-clock, electric interval timer, "Broil-Under-Glass" and Jiffy Griddle; controls mounted on backsplash; Roastmeter indicator in round clock style and timer-clock are similarly styled; all 30-in. ranges have L-shape work surface arrangement of top units; controls mounted on backsplash.

Single oven, Deluxe range available in pastel blue or yellow.



CROSLEY 1956 Ranges

Crosley and Bendix Home Appliances  
Divs., Avco Mfg. Corp.  
Cincinnati, 25, O.

**Models:** Crosley 1956 range line consists of a line of four 40-in. units, three 30-in. ranges plus a line of built-in and stack-on ranges introduced earlier.

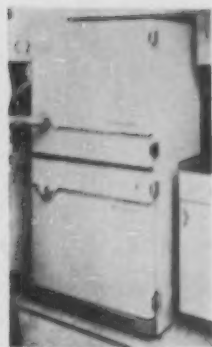
**Selling Features:** Top models in both 40 and 30-in. lines feature "electric flame" Tel-A-Speed controls that permit homemaker to dial any degree heat desired; a rod type bake and broil heating unit in all models is easily removed and replaced for cleaning.

Designed as automatic cooking centers, top models have new automatic electric timers; high speed cooking elements, thermostatically controlled surface units; new backguard styling in copper and chrome raised so new fluorescent light across top gives complete surface illumination.

3800-watt broil element duplicates charcoal broiling; thermostatically controlled deepwell can be used to boil, fry, bake or stew; Micro-rod surface units used throughout. A double oven model tops 40-in. line; other 40-in. models have extra storage drawer; all models have divided tops.

Top 30-in. model has automatic features of larger models; 23-in. oven.

**Prices:** From \$169.95 for Economy 30-in. to \$429.95 for Custom double oven model.



### PHILCO 1956 Refrigerators

Philco Corp.  
C and Tioga Sts.,  
Philadelphia, Pa.

**Models:** Philco 1956 refrigerator line includes 7 2-door refrigerator-freezers and 6 single models.

**Selling Features:** Master combination refrigerator and freezer has 15.8 cu. ft. capacity; 9 cu. ft. refrigeration and 6.8 cu. ft. freezing—has same features as Custom Sectional stacked one-on-top-of-other with separate doors.

A 13.7 cu. ft. 2-door refrigerator-freezer has 4 cu. ft. freezer, and is one of five 2-door models in 1956 line.

A 10.5 cu. ft. 2-way opening door refrigerator-freezer has door that can be opened to right or left.

Six single door refrigerators in line range in capacity from 12.6 to 7.3 cu. ft.

Two colors: Startone, pastel blue and Suntone, yellow available on 12 cu. ft. refrigerator; interior in pink-gold Shelltone.

"Wheel-A-Way" wheel kit for use under refrigerators available for 8 models; wheels are easily attached and locked into position when not in use; large roller-type wheels make it possible to move refrigerator for cleaning without effort.



### PHILCO Built-in Refrigerator-Freezer Twins

Philco Corp.  
C and Tioga Sts.,  
Philadelphia, Pa.

**Device:** Philco's 1956 Custom Sectional Appliance line includes refrigerator and freezer twins, each with its own refrigeration system for installation side-by-side, separately or any other arrangement.

**Selling Features:** Refrigerator has 8.2 cu. ft. capacity; refrigeration is maintained with vertical plate; storage compartment has 2 "Visa" crispers; 2 full-width and 2 half-width shelves; new dome type interior floodlight; Shelltone anodized aluminum shelves; Dairy bar in door has sliding door cheese keeper,

## NEW PRODUCTS 1956 Refrigerators and Freezers



butter keeper, egg and bottom racks.

Custom Section freezer has 6.8 cu. ft. capacity; 2 slide-out drop-front storage baskets; door storage has 5 juice or soup can dispensers and 2 storage baskets; ice cube shelf equipped with 6 trays including 2 ice-slide trays to make ice-wafers.

Refrigerator and freezer, each 33½ in. wide, 28 in. deep, 34½ in. high; base cabinets and work surface tops for dual or single installation; can be mounted on top of each other, beneath work surface, on standard kitchen cabinets or remotely located; doors available in white or brushed chrome, for left or right hand opening; white finished door can be repainted to match kitchen color changes.



### CROSLY Refrigerator-Freezers

Crosley and Bendix Home Appliances  
Divs., Avco Mfg. Corp.  
Cincinnati, 25, O.

**Models:** Crosley 1956 Shelvador line features new highspeed automatic defrosting system and 2 "freezerless" models matched by upright freezers.

**Selling Features:** New system applies electric current simultaneously to all areas where frost accumulates including freezer compartment and baffle separating from refrigerating section; roll-bond aluminum evaporators, are 30 to 50 percent faster than hot gas system; 2 "freezerless" models with matching freezers offering 22 and 28 cu. ft. frozen storage respectively are designed for families whose frozen food consumption runs as high as 50 percent; for families who need 25 percent frozen storage the Duo Shelvador with 130 lb. freezer at the bottom of the unit and 9.2 cu. ft.

fresh storage at arm level is offered; all shelves, meat drawer, freezer drawers and crisper roll out at homemakers fingertips; new automatic defrost system, Crosley beverage server which provides cold ice water through door without opening; are features of Duo Shelvador. Balance of line provides 15 percent frozen storage; styling by Mel Boldt includes push-pull crescent shaped latch on top refrigerators and 3 freezer copper-Glo interior color styling; full width freezer; recessed door shelves; meat drawer and vegetable crisper.

**Prices:** Refrigerators from \$199.95 to \$469.95; Freezers from \$399.95 to \$479.95.



### ADMIRAL 1956 Refrigerators

Admiral Corp.,  
3800 Cortland St.,  
Chicago 47, Ill.

**Models:** 1956 refrigerator line features Lifeguard inside door release, a Magic Ray lamp that prevents foods from trading flavors, interchangeable fashion front color panels and a new Artic Mist interior color highlight.

**Selling Features:** Line includes Dual Temps automatic defrosting models as well as conventional models; Lifeguard door release glows in dark, should child enter refrigerator and accidentally shut it; luminous circular button inside releases door from inside.

Fashion kit for decorating recessed upper section of door with pre-cut, adhesive backed, debossed panels in 5 colors: green, chromium, yellow, canyon copper and pink; also possible to match panel to kitchen wallpaper; newly-designed models have square tops.

Dual-Temp combination refrigerator-freezer in single, 2-door, and up-side-down models feature freezing system without moving parts or solenoid valves; precision-built-restrictor tube provides 2 different temperature zones with one primary system; fresh foods can be stored uncovered in moist cold compartment. Dual Temp freezer compartment has bottom freezing surface, a separate shelf with triangular freezing coils; freezer compartment is completely sealed off and separately insulated from rest

of refrigerator; interior of insulating high impact polystyrene that does not collect frost is rustproof and easy to clean; freezer door is also insulated in Fiberglas.

Freezer chest in 124 cu. ft. up-side-down combination has 120 lb. food capacity; canyon copper trim; never requires defrosting; features magic ray lamp; 2 lb. bacon keeper, 2 glide-out shelves; 2-position adjustable shelves and door shelves.

Available in 7, 9, 10, 11, 12 cu. ft. in full color lifetime porcelain interiors in Artic Mist tone; 4 exterior colors, green, yellow, pink or white; up-side-down Dual Temp also available in pink with satin chrome door.

**Prices:** From \$169.95 to \$529.95



### ADMIRAL 1956 Freezers

Admiral Corp.,  
3800 Cortland St.,  
Chicago 47, Ill.

**Models:** Admiral 1956 line includes 3 chest and 3 upright freezers.

**Selling Features:** Chest models feature dual-freeze control; built-in handle locks; special safety temperature control; canyon copper finish; Artic mist porcelain interiors.

Uprights feature high-speed, freezing shelves with triangular tubing which carries refrigerant; tubing forms shelves and provides quick freezing surface; free circulation of cold air throughout interior permitted by open shelf design. 10 cu. ft. upright (10U45) has 350 lbs. frozen food capacity; 4 quick-freeze shelves; 2 deep capacity removable baskets on inner door.

Deluxe uprights, 12.4 and 13.8 cu. ft., hold 435 and 483 lbs. frozen foods; each unit has refrigerated plate in top; feature touch-a-magic door handle, full width glide-out storage basket with 33 lb. capacity; 12.4 cu. ft. model has 4 fast-freezing shelves, removable basket and 3 shelves on door; 13.8 cu. ft. model has additional shelf in main storage compartment and on door.

All uprights feature Dial Temp control with unlimited settings.

Chest capacities (13, 17, and 20 cu. ft. Restyled to blend with cabinets and work surfaces in built-in kitchens; feature Dual-Freeze compartment; safety temperature control; recessed toe space across bottom.

**Prices:** Uprights from \$199.95 to \$429.95; chests, \$399.95 to \$549.95. Top upright available in colors for \$10 extra.





**PHILCO Freezers**

Philco Corp.  
C and Tioga Sts.,  
Philadelphia, Pa.

**Models:** Philco 1956 freezer line include 11 models: 4 upright and 7 chest models.

**Selling Features:** Upright freezers with dispenser shelves in door for frozen juice and soup cans and packages available in 20.4 and 14.6 cu. ft. capacities; equipped with battery operated audible alarm systems.

Chest models include 2 convertible models with 18 and 13 cu. ft. capacities; fast freezing compartment can be used 3-ways: fast freezing, zero storage or as a conventional refrigerator with temperatures at 38 to 42 degs.

14 cu. ft. upright freezer available in Startone blue or Suntone yellow.

#### 1956 Laundry Lines



**ONE MINUTE Washers**

One Minute Washer Co.,  
Kellogg, Iowa

**Models:** One Minute 1956 wringer-washers in 10 and 8 lb. capacities.

**Selling Features:** Ten lb. models include No. 964 Super Deluxe and 963 Deluxe; both feature 10 lb. capacity tub with corrugated sides, turtle neck, non-splash type of white porcelain enamel, 23 in. diam x 14 in. deep; galvanized steel lid with "Superclad" baked white enamel finish; streamlined chassis with long full 1-piece skirt providing double wall; easy rolling with 2 locking casters; giant, 4-vane agitator with beaded edges, makes full 1/2 turn; long rubber drain hose; streamlined wringers on both models feature easy reset lever, self reversing automatic drain board. No. 964 streamlined wring-

## NEW PRODUCTS

1956 Freezers,  
Laundry and Disposers

er features a super deluxe extended top, streamlined to blend with modernistic wringer head; pressure selector; high chrome feed boards; oversize reversible 2 1/2 in. balloon rolls. No. 963 wringer in white baked enamel frame has "Superclad" finish on feed boards. No. 964 deluxe also available with automatic drain pump, automatic timer, or both; and features sealed-in-heat: a tub-tight sponge rubber band placed between bottom of tub and outside jacket to hold wash water temperatures.

No. 962 and No. 961 8 lb. capacity models feature streamlined chassis; hi-4-vane agitator with beaded edges; bonderized steel lid finished with "Superclad" white enamel on both sides; No. 962 tub has corrugated sides, white porcelain enamel inside and out; bar release wringer with end reset lever; white baked enamel frame, "Superclad" finish feed boards; semi-balloon rolls, automatic drain board. No. 961 has white porcelain enamel inside and out; Chamberlain wringer with end reset lever; white baked enamel frame, Superclad finish on feed boards, semi-balloon rolls. Both models available with water pump.



on when lid is raised; automatic flexible control fills, washes, rinses, spins, damp dry, shuts off automatically; any phase of cycle can be repeated or omitted—by resetting pushbutton controls; top loading; scientific balancing in automatic spins; automatic water level control; total water capacity 13.4 gal.; Gyrafoam washing principle; adjustable leveling legs; flush to wall installation, porcelain top, baked enamel cabinet, white porcelain wash basket exterior design to match No. 640W dryer; handy "Porta-washer" caster lift available as accessory to make washer portable.



**MAYTAG Washer**

Maytag Co.,  
Newton, Iowa

**Model:** Maytag automatic all-fabric washer No. 140.

**Selling Features:** Newly designed control panel features push-button controls which regulates water temperature—cold, warm and hot; regular cycle for cottons, linens; "modern fabrics" cycle for delicate items makes it an all-fabric machine; agitation and spin speed has been reduced by 1/4—(618 rpm for regular fabrics, 412 rpm for modern fabrics); water temperature control provides hot or warm water wash with warm water rinse or cold water wash and rinse automatically; manual push-button control allows cold water rinse with any water temperature.

Suds return features available in No. 140S: push-button control automatically permits reuse of wash water; back panel, fluorescent lighted, in white, blue, green, pink, gold and red, matches No. 640W dryer.

Interior light built into lid turns



**MAYTAG Dryer**

Maytag Co.,  
Newton, Iowa

**Device:** Maytag no-vent automatic dryer No. 640W electric, No. 740C gas.

**Selling Features:** Operates on water condensation principle which eliminates need for venting; No. 640W, has low, medium and high temperature push-button controls; frosted glass control panel has fluorescent tube in optional colors of white, blue, pink, gold, red or green; door swings back against dryer front for convenient loading and removing clothes; interior light turns on when door opens; thermostat maintains selected drying temperatures up to 120 min.; ozone lamp; door turns off drum and timer when opened; flush to cabinet installation.

Exterior designed as companion to Maytag new all-fabric automatic washer No. 140.



**G-E Disposals**

General Electric,  
Appliance Park,  
Louisville, Ky.

**Models:** 2 Deluxe Disposall models FA-4 and FA-45 and a lower-cost standard model FC-20 in 1956 line.

**Selling Features:** Deluxe models feature Safety Twistop control that acts as a built-in switch, turning unit on and off; operation is possible only when Twistop is securely locked over drain opening in on position; also serves as sink stopper or strainer when not in operation, and as a strainer it permits water and small waste scraps to pass through into Disposall.

These models clean themselves every time they are used; designed to preserve full efficiency of plumbing system whether drainage is to sewer or septic tank; designed to fit all standard sink drains, a special boring tool is available, however, to enlarge smaller openings in old or non-standard sinks. FA-45 is shorter than FA-4, and is specifically designed to simplify installations where high drain lines, undersink obstructions or similar conditions exist.



**NATIONAL Disposers**

National Disposer Div.,  
National Rubber Machinery Co.,  
Akron, 8, Ohio

**Models:** 3 new sink-type domestic food waste disposers, Imperial 727, Supreme 250, and Custom 301.

**Selling Features:** All models feature Micro-Sizing grinding elements that grind, shred food wastes including bones and fibrous matter into uniform particles; Imperial 727 features Power-Surge reversing and Lok-Top cover control; white with chrome trim. Supreme 250, a continuous feed type disposer with stainless steel 1-piece top; white enamel finish. Custom 301, Lok-Top cover type finished in metallic green.

# GO PLA

## with the Smart New ROOM AIR CONDITIONERS

*Designed ... line-by-line ...*

**WITH MORE-TO-SELL**  
*for profitable Step-Up Selling*



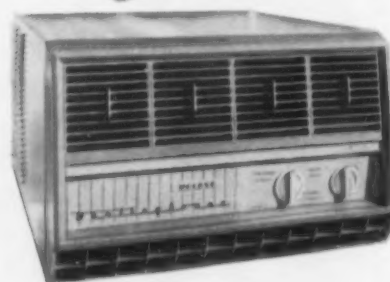
### with MORE FEATURES to Sell—

- ✓ Patented SINGLE DIAL CONTROL
- ✓ True FLUSH-MOUNT
- ✓ Automatic PANEL LIGHT
- ✓ Adjustable NO-DRAFT GRILLES
- ✓ FULL-WIDTH COOLING
- ✓ GREATER CAPACITY—HIGH POWER FACTOR
- ✓ THERMOSTAT ON ALL MODELS

### with MORE DEALS

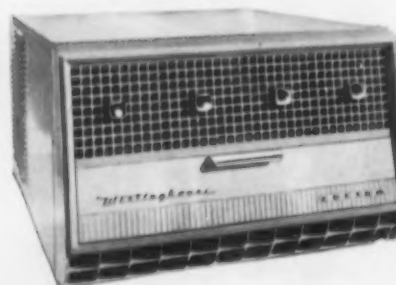
- ✓ **BUY BACK!** Protects you against inventory investment loss!
- ✓ **PRICE PROTECTION!** Keeps you competitive right through your selling season!
- ✓ **LINE STABILIZATION!** Year-to-year continuity in design!
- ✓ **SPECIAL FINANCING!** Special Terms available on early season purchases!
- ✓ **FREE POST-SEASON TRIPS!** All expense paid trips to famous tropical resorts!

**with MORE LOCAL and  
NATIONAL ADVERTISING**



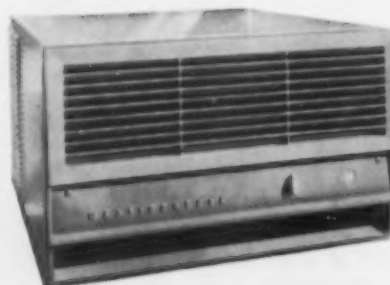
### "DE LUXE" LINE...

For the "basic features" market! 1/2, 3/4, 1, 1 1/2 HP Models. Full capacity 1/2 HP Unit operates on 7 1/2 amps ... plugs into any 115 volt standard convenience outlet.



### "CUSTOM" LINE...

For the "luxury trade" market! 3/4 and 1 HP Models. Heats as well as cools for year round sales.



### "SPECIAL" LINE...

For the "price" market! 3/4 and 1 HP Models. Single 3 position control.



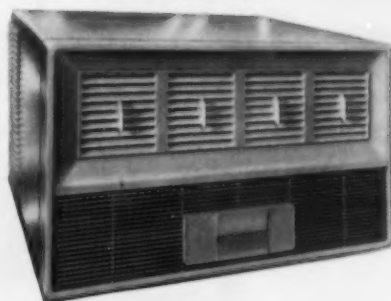
# CES... like never before!

## WESTINGHOUSE LINE...



### The Amazing New Westinghouse ELECTRONIC AIR CLEANER

The biggest new add-on opportunity in air conditioning! An exclusive accessory for 1956 Westinghouse-built Custom or De luxe Model Room Air Conditioners, the new Electronic Air Cleaner removes particles from the air as small as 1/250,000 of an inch—pollen, dust and other irritants that no ordinary filter can remove... even removes *smoke* from the air! Great news for all the asthma and allergy sufferers in your town—and for housewives who want to keep their homes cleaner with less work. Make the most of this exclusive Westinghouse Accessory... make add-on profits like never before!



### "WESTINGHOUSE 200"...

For heavy-duty applications—comfort cooling for small homes, large offices, commercial establishments. 2 HP Model.

### "CASEMENT" MODEL...

For casement and double-hung windows! ¾ HP Model in 115-230 Volts. Push-a-button control.



### Westinghouse Electric DEHUMIDIFIER

The appliance that's gaining sales-speed at a terrific rate! Talk about profit opportunities... the market for the dehumidifier is growing by leaps and bounds! *Rated No. 1* by a nationally known independent testing laboratory, the Westinghouse Electric Dehumidifier is the only economical answer to the costly dampness-damage problem—in homes and factories everywhere. And it's the finest, most efficient, dehumidifier you can sell.



Mix profits with PLEASURE! Win Free Trips to one of these famous vacation spots—Mexico City, Nassau, Acapulco, Jamaica—just for selling Westinghouse Room Air Conditioners. Check your Westinghouse Distributor for all the fabulous Free Trip details.

ACT FAST SO YOU'LL BE SURE TO BE ELIGIBLE!

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...WITH THE GREAT NEW WESTINGHOUSE LINE!

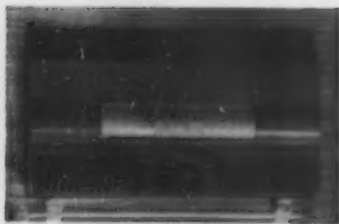
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FOR ALL THE MONEY-MAKING FACTS!

YOU CAN BE SURE... IF IT'S

# Westinghouse

WESTINGHOUSE ELECTRIC CORPORATION • ELECTRIC APPLIANCE DIVISION  
SPRINGFIELD, MASSACHUSETTS



**AMANA Air Conditioners**

Amana Refrigeration Inc.,  
Amana, Iowa.

**Models:** Amana 1956 air conditioners in 11 basic models in 4 types: Year 'round; Deluxe; budget-priced Scot line; and "Central" packaged self-contained air-cooled units.

**Selling Features:** Year 'Round line of 4 models— $\frac{1}{2}$ ,  $\frac{3}{4}$ , 1 and  $1\frac{1}{2}$  h.p. sizes for installation in standard and casement windows featuring timer that automatically turns unit on or off at preset hours even after skipping 1 or 2 days; activated charcoal filter; increased cooling power and heating capacity; single glider control; provides any one of 6 different combinations of cooling, heating, dehumidifying ventilating; single glider control has 7 positions color coded; "chill-check" heating unit also provided.

Deluxe line in  $\frac{1}{2}$ , 1 and  $1\frac{1}{2}$  h.p. sizes for standard and casement windows with 15% more cooling power than previous models; adjustable installation in any 23 positions, diffuser vanes give draft-free ventilation; thermostats.

Both Year 'Round and Deluxe models designed for flush mounting; equipped with thermostats to maintain desired temperatures; each of  $\frac{1}{2}$  h.p. models has current consumption less than 12 amps may be installed on single 15 amp circuit;  $\frac{1}{2}$  h.p. models may be installed on 115-volt multiple outlet circuit; both have quiet vibrationless operation; metal case and internal parts acoustically and heat insulated with front of conditioner in sound-deadening plastic, brown or ivory.

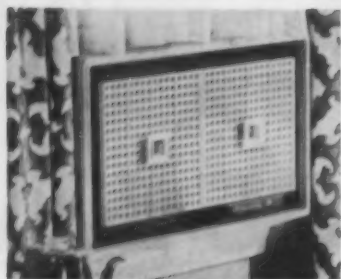
Drip free system of moisture removal; new-design air flow system; 7-in. blower wheel, 12-in. 6-in. condenser fan;  $\frac{1}{2}$  h.p. models condition a room up to 450 sq. ft., 1 h.p. to 600 sq. ft. and  $1\frac{1}{2}$  h.p. up to 900 sq. ft. Deluxe and Year 'Round are interchangeable.

Scot line in  $\frac{1}{2}$  and  $\frac{3}{4}$  h.p. sizes cool, dehumidify, filter and circulate air; for operation on 115 volt line only; 23 in. deep; flush mounting cabinet; single vane deflector insures no-draft cooling; fan-cool-off toggle switch; sand biege.

Central 2 and  $3\frac{1}{2}$  h.p. packaged systems, are self-contained units, require no remote refrigerant; air-cooled for residential cooling; 2 h.p. size cools a home up to 1500 sq. ft.;  $3\frac{1}{2}$  h.p. cools up to 2200 sq. ft.; may be connected to furnaces for operation in conjunction with warm air heating system and existing duct work; low-voltage thermostatic control for remote operation. Prefabricated duct work, air diffusers, return air grilles and outside attic vertical grilles available as accessories.

**Prices:** From \$299.50 to \$489.50

## NEW PRODUCTS 1956 Air Conditioners



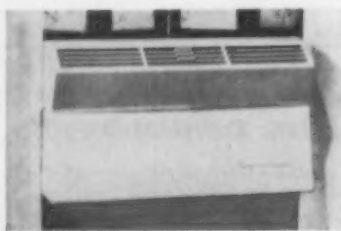
**CROSBY Air Conditioner**

Crosley and Bendix Home Appliances  
Div., Avco Mfg. Corp.,  
Cincinnati, 25, O.

**Model:** Crosley Power Miser air conditioner, one of 5 new models in Crosley 1956 line.

**Selling Features:** Can be plugged into any outlet, moved from room to room or home to home; draws only  $7\frac{1}{2}$  amps;  $\frac{1}{2}$  h.p., 115 volt capacity; all units in line are custom type designed for flush mounting; a casement model is included; all 5 units not only cool, but dehumidify; each has an easily-replaced disposable filter; cooling output is governed by thermostat, with push-button controls; an adjustable grille permits channeling air-flow in any of 4 directions.

**Prices:** From \$279.95 to \$429.95 (low amp model, \$319.95).



**CARRIER Air Conditioners**

Carrier Corp.,  
Syracuse, 1, N. Y.

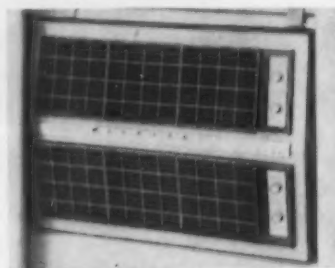
**Device:** Carrier 1956 "International" room air conditioner for high-capacity operation under hottest weather in US and abroad.

**Selling Features:** Available in  $\frac{1}{2}$ ,  $\frac{3}{4}$ , 1 and  $1\frac{1}{2}$  h.p.; offers maximum cooling and dehumidification; mar-resistant grille blends with all furnishings; soft grey finish; power factor has been raised to reduce ampere requirements on circuits; weatherarmor cabinet of heavy gauge steel bonderized, rust-proof to withstand corrosive effects of salt air, smog, traffic fumes, rain or alkali dust; weather-resistant cabinet does not require special outside cover of canvas or plastic; does not have to be removed during winter months; window seal design makes installation easier—window seal locks out drafts or air leakage.

Automatic climate control with thermostat that reacts to changes in room temperature; draftless direction of air flow governed by adjustable louvers at top of grille;

larger cooling coil, new dirt-trap filter; isolated chamber with insulated walls houses circulation fan; air flow through special opening in moulded plastic top, deadens sound by controlling airflow and muffling fan noise; moisture-resistant, asphalted felt inside cabinet on top, bottom and sides deadens operating noise and resists sweating; cooling section blanketed with 1-inch super-fine glass wool; condenser coil has aluminum fins, copper tubing protected by immersion coating with corrosion-resistant paint; flat plastic service cord in matching gray.

Other models continued in line are a "Dual Conditioner" with reverse-cycle heating in  $\frac{3}{4}$  and 1 hp window models; console units in 1 and  $1\frac{1}{2}$  hp air-cooled models.



**WELBILT Air Conditioners**

Welbilt Corp.,  
57-18 Flushing Ave.,  
Maspeth, Long Island, N. Y.

**Device:** Welbilt "Quiet-Guard" air conditioner line includes 9 models.

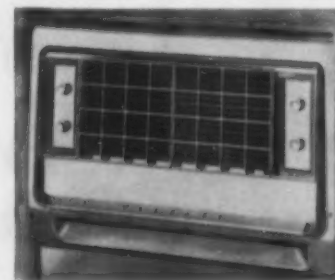
**Selling Features:** Deluxe models 665 and 667 are  $\frac{1}{2}$  h.p. models; Custom models 675,  $\frac{3}{4}$  h.p. size; 690, and 698, 1 h.p.; No. 6150 and 6158  $1\frac{1}{2}$  h.p.; No. 6200 and 6208, 2 h.p.

All units in 600 series have same size cabinets with interchangeable, removable chassis: 22 $\frac{1}{2}$  in. wide 16 $\frac{1}{2}$  in. high.

Units in 6000 series are 26 $\frac{1}{8}$  in. wide and 19 in. high.

All have Sill Slim design; can be mounted flush to window ledge; feature warp-proof, unbreakable steelfronts with plastic trim; filter is accessible without removing entire front panel; thermostats and fresh air and exhaust controls are standard in all models; all but Nos. 665 and 667 have electric heating units. No. 667 is a 7.5 amps "plug-in" unit.

Quiet-Guard device is essentially a face damper applied to evaporator outlet; when open the unit pro-



duces maximum cooling with normal air circulation; closing Quiet-Guard places an insulated barrier across large area of grill opening, producing a quieting effect on air noise.

**Prices:** From \$299.95 for No. 665 to \$459.95 for 2 h.p. models.



**CARRIER Roomette**

Carrier Corp.,  
Syracuse, 1, N. Y.

**Model:** New version of Carrier Roomette for 1956.

**Selling Features:** Floor mounted air conditioner for mobile homes features 2-tone color styling suited to birch interiors of many trailers, available in  $\frac{1}{2}$  h.p. designed to fit alongside sofa or bed; mar-resistant top doubles as end or night table; no ducts used; thermostats for automatic operation; permanent non-corrosive aluminum filter removes dust, dirt, pollen; easy installation—small hole is cut in floor, unit is placed over hole and connected to standard 110- or 220-volt circuit; condenser air is drawn from cool shaded area under mobile home.

Reinforced metal cabinet bonderized, 2-coats baked enamel; specially treated, wear-resistant top section; 2-knob controls on front, top; 4 airguide louvers directly below provide even distribution of conditioned air, adjustable to provide wide variety of air-flow patterns.

### PHILCO Air Conditioners

Philco Corp.,  
C and Tioga Sts.,  
Philadelphia, Pa.

**Models:** Philco 1956 air conditioner line includes 14 models.

**Selling Features:** Line includes models with automatic temperature controls for both heating and cooling—control switches unit automatically to heating or cooling, whichever needed to maintain pre-selected temperature; keyboard controls mounted outside control panel—keys include off, on, cool, heat, automatic; "Odor Stop" activated charcoal filter; capacities from  $\frac{1}{2}$  to 2-h. p.

Windowlette console type air conditioner available in  $\frac{1}{2}$  and 1 h. p. models.

A do-it-yourself central air conditioning kit for use with new 2 h. p. room air conditioner designed for remote installation; kit including pre-scored fibre glass duct work, grilles and other components for do-it-yourself enthusiasts to completely air condition average 5-room house.



# "One Crosley TV sale SPARKED **7 MORE!**"

reports Jack Rosenthal, owner of "the biggest little furniture chain in the East"—Rosenthal's in Philadelphia, Pa.

## exclusive Crosley **ZOOM-A-TENNA** zooms sales over 30% for Entire Chain!

Amazing Zoom-a-Tenna... the Crosley exclusive that makes outdoor antennas unnecessary in millions of homes... has boosted sales to new highs. At Rosenthal's alone, 47 Crosley TV sets, with Zoom-a-Tenna, were sold in only 5 days!

Crosley is "Most Profitable TV Line for '55!"

And no wonder! With just one sale, Rosenthal's realized the sale of 7 more Crosley sets—all to customers who wanted outstanding TV performance minus the additional cost of expensive outdoor antennas! High-volume sales, plus no service calls, plus no installation costs, have made Crosley TV "the most profitable line" for this dealer—and many, many more!

You can get on the band-wagon. Make it Crosley for '56—and get in on the high-profit line... the line more customers want!

**Every Crosley Dealer will profit from  
Crosley's huge 20-week power package!**

NEW NBC-TV COMEDY HOUR, COVERING 33 MILLION HOMES,  
GIVES CROSLY THE LARGEST AUDIENCE OF ANY APPLIANCE  
MANUFACTURER! "MIDWESTERN HAYRIDE," ANOTHER TOP-FLIGHT  
TV SHOW FOR CROSLY! LIFE MAGAZINE—BIG FULL-COLOR PAGES!

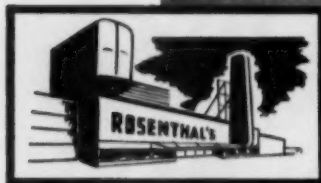
SEE YOUR CROSLY DISTRIBUTOR FOR FULL DETAILS!

# CROSLY Television

Crosley Radio and TV sets are sold and distributed in Canada by the Crosley Radio and TV Division of Moffats Ltd., Toronto, Ontario



**KNOWN FOR THE NEWEST...  
RESPECTED FOR THE BEST!**



**Chain Store Dealer, Jack Rosenthal, finds Crosley Zoom-a-Tenna** the most unusual, most demonstrable feature he's seen. Most important, Zoom-a-Tenna helps clinch the sale every time!

**Every Crosley prospect will know  
where to buy Crosley sets!**

EVERY TV COMMERCIAL, EVERY MAGAZINE AD REFERS  
CUSTOMERS TO WESTERN UNION OPERATOR 25—WHO  
GIVES THEM THE NAME AND ADDRESS OF YOU, THEIR  
NEAREST CROSLY DEALER.

CROSLY DIVISION,  
**AVCO** MANUFACTURING CORP.,  
CINCINNATI 25, OHIO

# "THE CALL IS

HERE'S WHY  
"OPERATION  
KITCHEN CALL"  
WILL RING THE BELL  
THIS SPRING

- U. S. Steel will get on the line to thousands of your customers with coast-to-coast TV commercials on the United States Steel Hour.
- You can tie-in with U. S. Steel kitchen ads appearing in over 150 newspapers across the country.
- Clear your circuits now and join this promotion. Get the free kitchen kit—display materials, merchandising idea book, TV and radio commercials, newspaper ads.
- You'll sell more cabinets, sinks and built-in appliances.

SO WHEN THE PHONE RINGS  
THIS SPRING YOU'LL FIND...  
"THE CALL IS FOR KITCHENS..."

*Styled in Steel*

**UNITED STATES STEEL**  
PITTSBURGH 30, PA.





# FOR KITCHENS...

## *Styled in Steel*

**SEND IN THIS COUPON FOR THE  
FREE STEEL KITCHEN  
PROMOTION KIT**

**DISPLAY  
MATERIALS  
•  
RADIO & TV  
COMMERCIALS  
•  
MERCHANDISING  
IDEA BOOK  
•  
NEWSPAPER ADS**

EM-26

Robert C. Myers, Director  
Market Development Division, United States Steel  
525 William Penn Place, Pittsburgh 30, Pa.

Name .....

Address .....

City .....

State .....

**Please list:**

Brand of steel kitchen cabinets you handle .....

Brand of built-in kitchen appliances you handle .....



# Presenting the all-new **HUNTER** Room Air Conditioners

PRODUCT OF ROBBINS & MYERS, INC.

Flush  
Mounting

Fashion  
Styling

Efficient  
Cooling

Whisper  
Quietness



DELUXE MODELS:  $\frac{3}{4}$ , 1 and  $1\frac{1}{2}$  H. P. • STANDARD MODELS:  $\frac{3}{4}$  and 1 H. P.



**Beautiful Unit for Casements, too**—This compact, efficient air conditioner is just what people have wanted for use in casement windows. DeLuxe and Standard casement models are available in  $\frac{3}{4}$  h.p. capacity.

## A real deal for dealers!

1956 is the year to make good money on room air conditioners. And you can't miss with the all-new Hunter line because it has everything you want. Hunter offers the best looking, finest performing air conditioners on the market today... backed by an advertising and sales promotion program tailored to

your local needs. What are you waiting for? It's important to make plans now for the profitable months ahead. For complete information, write, wire or phone collect.

**HUNTER FAN AND VENTILATING CO.**

*Subsidiary of Robbins & Myers, Inc.*

375 South Front St., Memphis 2, Tenn.

*Holiday  
in Mexico  
for dealers*

You'll be surprised at how easy it is for Hunter dealers to earn an all-expense-paid trip to Mexico. It's the most liberal offer you've ever seen.

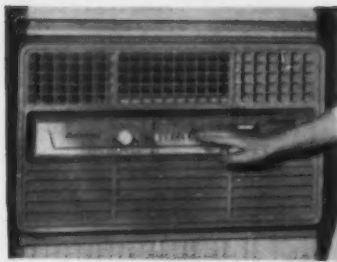


PRODUCT OF  
ROBBINS & MYERS, INC.

**Hunter**

ROOM AIR CONDITIONERS

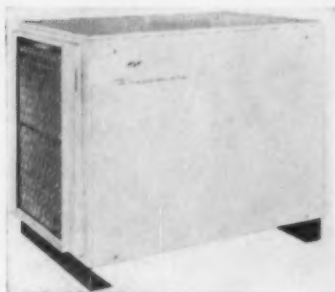




**ADMIRAL Air Conditioners**

Admiral Corp.,  
3800 Cortland St.,  
Chicago 47, Ill.

Device: Admiral window air conditioners, 2-ton,  $\frac{3}{4}$  and 1-ton sizes.  
Selling Features: Colormatic push-button weather control panel in Imperial models (75F, 100F7 and 200F7); provides 8 kinds of weather: 7 color buttons control high and low positions on 4 actions: cool, cool and fresh air mix, ventilate and exhaust; buttons also automatically operate fresh air and exhaust dampers; weather seal fashion front attached to cabinet out of season; plastic front seals out cold breezes, dust, smoke, air impurities; permanent aluminum-mesh cleanable filter; thermostat automatically maintains desired temperature; flush-mounted for installation at any position in sill as well as upper part of window and between walls; kits for installing in picture windows and transoms; optional push button remote control; 2 deluxe models (75F5S and 100F7S) available in  $\frac{3}{4}$  and 1-ton sizes has 3-button control panel and double-duty disposable filters; all have built-in dehumidifier for removing up to 84-pts. water a day; 4-way directional louvers, adjustable to direct airflow; spring-mounted chassis with sound absorbing felt.  
Prices: From \$319.95 to \$459.95.

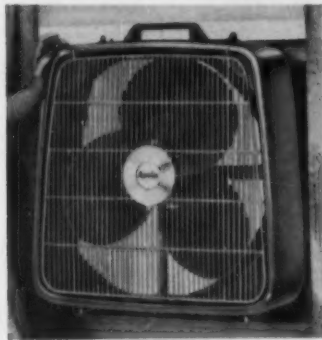


**FRIGIDAIRE  
Air Conditioners**

Frigidaire Div.,  
General Motors Corp.,  
Dayton 1, O.

Device: New line remote-type air conditioners.  
Selling Features: Available in 2, 3, 5-ton sizes; designed for residential and small business; each model has insulated cabinet which contains filters, multipath cooling coil, thermostat valve, centrifugal blower and motor; can be installed in out-of-way area from basement to attic; XD meter-miser compressor provides refrigeration and can be installed in another area away from unit if needed; adaptable for use with city water, tower water, evaporative or air cooled units.

## NEW PRODUCTS . . . and Fan Lines



**ARVIN Fans**

Arvin Industries Inc.,  
Columbus, Ind.

Models: Arvin 1956 fan line includes 7 models in 20-in and 14-in. sizes in window, portables and dual purpose models.

Selling Features: No. 7731, super-deluxe automatic, 20-in window fan with electrically-reversible motor in charcoal with brass trim; thermostat turns fan on or off automatically in response to room temperatures; 3 electronically-balanced aluminum blades with rubber-mounted steel hubs, cross-braced motor support; 3-speed switch for low, high and super-high velocities; 6-pole, split-capacitor induction type motor; expandable panels match fan fit in sash windows 27 to 37 in.

No. 7730, deluxe 20-in window or portable fan has electrically reversible motor and automatic thermostat control; copper-tone enamel finish, chrome trim.

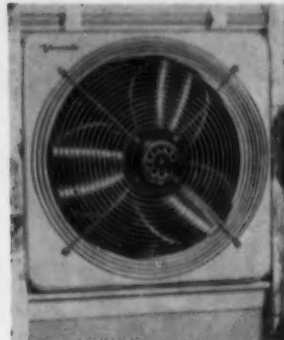
No. 7614, 14-in. portable pivots on a metal stand; air flow can be directed up or down at any desired angle; can be positioned horizontal to floor as air circulator; 3 electronically balanced aluminum blades; 4-pole motor; 2-speed, on-off switch; copper-tone finish.

No. 7620, 2-purpose air mover can be used as window exhaust, or floor circulator; electronically balanced air-scoop blades in steel shell, grey enamel finish; 6-pole induction motor weather-proofed for window installation; 3-speeds.

No. 7520, same as 7620, designed as window fan only; reversible by hand; expandable panels.

No. 7414, 14-in. portable for window or portable use has 3 aluminum air-scoop blades; 4-pole induction motor; on-off switch control 2-speed operation; carrying handle for easy portability and full-depth feet; grey enamel steel shell. Portable pedestal for 20-in. fans can be adjusted to a maximum of 5 ft. high or a minimum of 31 in.; mounted on rubber wheels; when placed in pedestal fan unit rotates through a 360 deg. arc; plastic adjustment knob holds fan firmly at any desired angle; Two 6-piece panel assemblies finished in grey to match fans available for Nos. 7414, and 7620.

Prices: From \$29.95 for No. 7414 to \$69.95 for No. 7731.



**VORNADO Fans**

The O. A. Sutton Corp.,  
Wichita, Kansas.

Models: Vornado 20-in. window exhaust fan No. 30E; desk models in 5 sizes; two other exhaust models with pushbutton control; Turnabouts and Twin convertibles.

Selling Features: 30-E, 20-in. window exhaust fan in grey, mint blue or coral features fan blades protected with grille that flows around unit in circles; 3-position switch controls; rubber-mounted motor; balanced, 3-bladed, deep-pitch propeller blades designed and contoured for maximum air movement with minimum air loss or noise; installs in any 26 $\frac{1}{2}$  in. window or from 27 to 36 $\frac{1}{2}$  in. wide; window may be raised or lowered with fan in position.

Desk models in 5 sizes feature draft-free circulation; 2 sizes in grey, blue, or coral with charcoal bases; others in grey and charcoal.

25E and 35E the additional exhaust models feature pushbutton control for dual use—intake or exhaust.

Turnabout window fans can also be used to draw in or expel; easily installed in most windows; fan head adjusts to desired position and is adjustable in window so there is no draft while air is being drawn into room; multi-speed switches allow complete air volume control.

Twin convertible offers benefits of 3 fans—for window use unit has twin circulators mounted in special cabinet—fans may be tilted for exhaust or intake, or can be snapped out and used as individual circulators.

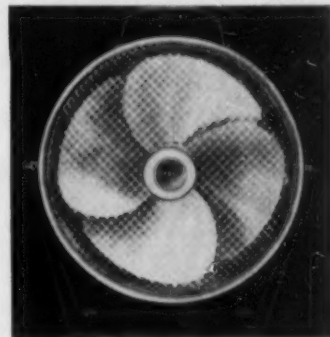


A Turnabout Table Top unit for use as coffee table, end table or magazine stand features a tilting Vornado fan head underneath top

that permits air movement wherever needed.

Travel Air roll-around can be used anywhere; unit is mounted on stand, rolls easily from place to place; can be removed from portable stand and used as floor unit; 3-speed control gives comfort selectivity; stand is adjustable over 2 ft. in height to fit any window.

Prices: Desk models, from \$26.95; Table-Top, \$59.95; Twin-fans, \$64.95 and \$84.95; Turnabout reversible window units from \$34.95 to \$109.95; Turnabout casement, \$59.95; Exhaust fan 30E, \$39.95; Travel-Air roll-around, \$79.95.



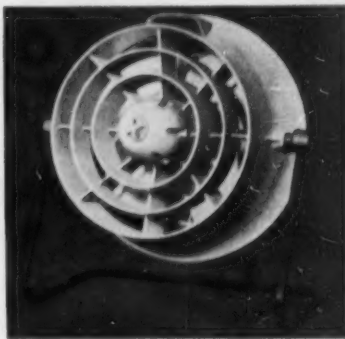
**NESCO Fan**

Nesco Inc.,  
1100 Niedringhaus Ave.,  
Granite City, Ill.

Device: Nesco "Airerite" portable fan No. 565.

Selling Features: Full 9-in. diam, moves 650 cfm; woven wire grille built into front and back; available in 3 colors, blue, pink or ivory; wing-nut adjustment permits fan to be rotated to any desired position; wrought iron base; and handle.

Price: \$12.95.



**HUNTER Fan**

Hunter Fan & Ventilating Co.,  
400 S. Front St.,  
Memphis, Tenn.

Device: Hunter high velocity fan.

Selling Features: Fan achieves penetration through a system of baffling and twin venturi compression that transfers swirling or twisting action of conventional fan delivery into a direct traveling beam of small diameter; velocity reaches 710 fpm at a distance of 10 ft.

12 in. blade; 2-speed control; equipped with pivot bracket base for air delivery from any location—functions as circulator, equalizes floor to ceiling temperatures in draft-free circulation; also functions as free standing exhaust fan by pointing it at a range of 2 to 3 ft. from open window.

DEMOCRAT CHRONICLE (Rochester, N. Y.)

## GE to Slash Appliance Price

BRIDGEPORT, Conn., Dec. 24.—General Electric Co. announced today it will slash prices on most of its housewares products as much as 30 per cent.

NEW YORK HERALD TRIBUNE

# G. E. Slashes Appliance Prices

## Cuts to 30% Made Because Of Economies

By Niles N. Peebles

BRIDGEPORT, Conn., Dec. 24.—A slash in list prices of most items in the General Electric Co. line of small appliances was announced here today.

Price cuts range up to 30 per cent. One model vacuum cleaner now selling at \$49.95 will have a new price Jan. 1 of \$49.95. Also affected in varying degrees will be the company's toasters, irons, mixers, skillets, coffee makers, grills, kettles, automatic blankets and fan heaters.

W. H. Sahloff, vice-president and general manager of the G. E.'s housewares division, said that the reductions were made possible by "significant reductions" in the company's distribution set-up and that the move was part of the company's effort to "broaden" the base of its marketing pyramid, "giving us a chance to sell more goods."

"Although we have made progress in lowering our list prices over two years through manufacturing improvements and competitive economies," the G. E. executive said, "there have still been price differentials and margins which competitive manufacturers and private-brand merchandisers have been able to exploit."

**Wide 'Repercussions'**  
Mr. Sahloff said the action, which is expected to have wide repercussions, will involve reduction of "traditional gross margins" for the manufacturer and distributor and reduced mark-ups for the dealer.

At the same time, Mr. Sahloff re-affirmed the company's faith in fair trade, which, he said, is necessary to the marketing of the company's products.

Reaction to the sudden price slash was mixed. One retailer of vacuum cleaners, Arthur Tick of General Emergency Vacuum Service Co., described it as

YOUNGSTOWN VINDICATOR

## GE Slices Appliances' Price Tags

DAYTON DAILY NEWS

## General Electric Cuts Prices On Many Home Appliances

General Electric announces

Industry sources summed up the General Electric price action as a blow to discount houses in general and to retail stores in non-fair trade areas, which have been selling the products at well below

THE POST-STANDARD (Syracuse, N. Y.)

## GE to Cut Retail Prices Up to 30%

BRIDGEPORT, Conn., Dec. 24.—General Electric Co. has slashed retail price tags on many of its smaller appliances by up to 30 per cent, effective Jan. 3, it was announced today.

The nation's largest manufacturer of electrical goods said the cuts apply to vacuum cleaners (one model is reduced from \$69.95 to \$49.95), steam and dry iron, toasters, mixers, skillets, coffee makers, grills, speed kettles, blankets and fan heaters.

The action follows the recent announcement by Frigidaire division of General Motors Corp. of cuts from four to 15 per cent on eight of 17 new refrigerators. It also comes at a time when a manufacturer sets minimum store prices, has been weakened on several fronts. GE has been in Indiana and Michigan following adverse court decision; and house electric Corp. and Sheffer Pen Co., have dropped their fair trade programs.

Industry sources summed up

diamonds? General Electric Co. scientists applied pressure of 750 square inch to carbon, heated it to half that of the sun's surface, and produced diamonds. Now—can they

to answering questions, scientists turned their minds toward peace they told the world.

Cut Retail Profits  
Under the new setup, he said, retailer will make a smaller

KANSAS CITY STAR

## AN APPLIANCE CUT

NEW YORK JOURNAL-AMERICAN

## GE to Cut Its Prices

Substantial price reductions to 30 per cent on many of its smaller appliances, effective Jan. 3, it was announced today.

SAN FRANCISCO EXAMINER

## Electric Appliance Price Cut

BRIDGEPORT (Conn.), Dec. 24.—(AP)—General Electric Co. has reduced retail prices on many of its smaller appliances by up to 30 per cent, effective January 3, it was announced today.

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ATLANTA CONSTITUTION

## GE Reduces Retail Prices On Appliances

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HOUSTON CHR

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THE STAR (Washington, D. C.)

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ST. PAUL PIONEER PRESS

## GETo Slash Appliance Prices 30%

BRIDGEPORT, CONN.—(AP)—General Electric Co. announced Saturday it will slash prices on most of its housewares products as much as 30 per cent, effective Jan. 3.

The cuts were made by "significant" distribution costs, Sahloff, vice president and general manager of the division, said. The reductions in prices of GE vac-

BOSTON HERALD

## GE Announces 30%

SUNDAY TELEGRAM (Worcester, Mass.)

## GE Slashes Prices on Appliances

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CLEVELAND PLAIN DEALER

## GE Cuts Price of Home Appliances as Much as 30%

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The nation's largest manufacturer of electrical goods said the cuts apply to vacuum cleaners

margin than in the past. He predicted the smaller mark-up will be offset by an increased volume at all levels. Sahloff listed the new retail price of the automatic steam and dry iron at \$14.95 (now \$17.95) and the toaster at \$17.95 (now \$19.95). He emphasized the lower prices pertained to the latest models in

(Advertisement)



# WORLD-HERALD (Omaha, Neb.)

## G.E. Reduces Retail Prices

### NEW YORK TIMES

## APPLIANCE PRICES SLASHED BY G. E.

Cuts of Up to 30% at Retail  
Level Are Set to Lift Sales  
and Fight Discounters

### SYRACUSE HERALD-AMERICAN

## G.E. Slashes Price Tags

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Industry sources summed up  
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### ON JOURNAL (Portland, Ore.)

## E to Cut Price Tags

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Price Cut In Appliances

General Electric Co. have dropped the retailer will make a smaller

### BALTIMORE AMERICAN

EFFECTIVE JAN. 3

## GE Cuts Retail Prices On Appliances Up To 30 P. C.

BRIDGEPORT, Conn., Dec. 24.—  
(AP)—General Electric Co. has  
dropped their fair trade pro-  
grams. Industry sources summed up  
the price tags on

# WHAT'S ALL THE SHOUTING ABOUT?

It is simply the public reaction to the latest step in our long-term policy aimed at producing and selling more and better housewares at lower cost.

Over the past several years, General Electric Housewares have been steadily improved in features and quality, and sharply reduced in price through every engineering and manufacturing economy we could effect.

Now we have made the major step of adopting a new dynamic price structure at factory, wholesale and retail levels. We will continue to support these prices with vigorous enforcement of the Fair Trade Laws. This move can and will mean a greater volume of sales than ever before.

We think it is time that we all started counting our profits in dollars rather than margins and percentages.

We are convinced this new pricing policy will result in greatly increased sales volume, and correspondingly more profit dollars for all of us!

General Electric Company, Housewares and Radio Receiver Division, Bridgeport 2, Connecticut.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

MILWAUKEE SENTINEL

(Advertisement)

### MINNEAPOLIS TRIBUNE

## General Electric to Cut Prices on Appliances

BRIDGEPORT, CONN.—(AP)  
General Electric Co. (GE)

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Program Support  
H. Sahloff, vice president  
general manager of the  
division, said the lower  
es "will give added sup-  
to the fair trade enforce-  
ment program of the division,  
which will be continued on its

General Electric  
week ago  
reductions  
effective ye  
al Presto  
announced year



### REX-AIRATE Window Fans

Air Controls Inc.,  
2310 Superior Ave.,  
Cleveland, 14, Ohio

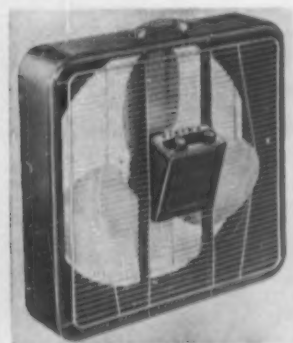
**Models:** 2 Rex-Airate models—standard and deluxe "Dial-a-Matic."

**Selling Features:** Standard available in 2 sizes, 16 and 20-in.; Dial-a-Matic in 20-in. only; "Dial-a-Matic" has automatic temperature control that starts fan when room temperature rises above dial setting and stops when desired temperature is reached; also equipped with all-purpose switch which turns fan on and off, reverses direction of motor so air is pulled in or expelled from room, selects speed wanted—2 speeds forward and 2 speeds reverse.

Both models feature easy-grip handle for removal from window; soft rubber feet; lightweight, balanced 1-piece aluminum blade to reduce vibration and noise and move maximum amount of air; lifetime lubricated, self-cooling motor; operates at any angle in rubber-cushioned "X"-type mount. All models equipped with safety grille; cadmium plated, removable wire front guard; gray Hammerloid finish.

Accessories include "Rolla-Stand" to wheel fan about and adjust to any height up to 56 in. above floor; "Adjusta-Stand" serves as wall bracket base; wall-type timer operates fan for any interval up to 20 hrs.

Rex-Airate belt driven window fans are made in 20, 24 and 28 in. sizes; vertical belt-driven attic fans in 24, 28, 32 and 38-in. sizes.



### VIKING Window Fan

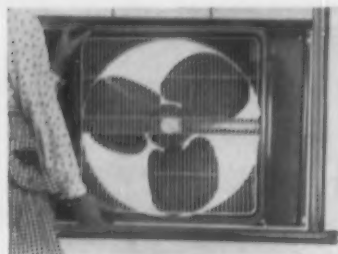
Viking Air Products  
Div. National-U. S. Radiator Corp.  
5601 Walworth Ave.  
Cleveland 2, Ohio

**Model:** 1956 thermostatically controlled 20" Viking "1020" window fan.

**Selling Features:** New automatic thermostatic controls "dial away

## NEW PRODUCTS . . . 1956 Fan Lines

heat," set the temperature dial and forget it; electrically reversible; finger-proof grilles; 2 speeds for both exhaust and intake; 2500 CFM exhaust; 2-tone mahogany and gray enamel, gold trim; floor stand, roll-up stand, and spacer kit optional.



### LAU Fan

Lau Blower Co.,  
2001 Home Ave.,  
Dayton, 7, Ohio

**Model:** Lau "Special-20" window fan.

**Selling Features:** Electrically reversible motor; 2-speeds; on intake or exhaust, moves 3250 cfm; surf-green baked enamel finish; built into spacer panel; fits any window 30 to 39 in. wide; chrome finger-guard; 20-in. balanced aluminum blade.

**Price:** \$39.95.



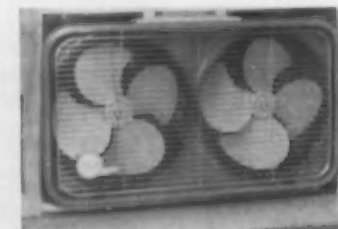
### SIGNAL Fans

Signal Electric Div.  
King-Seeley Corp.,  
Menominee, Mich.

**Models:** Signal electrically reversible window fan No. RS-20 and automatic twin fan units TRP-12 and TNP-12.

**Selling Features:** RS-20 has 4000 cfm rating; may be reversed electrically at flick of switch; 2 speeds in either direction; neutral decorator tones, polished grilles front and back.

Twin unit, No. TRP-21, has two 12-in. blades in a casement size unit, electrically-reversible with 2 speeds in either direction; automatic thermostatic control; comes



### R & M Fans

Robbins & Myers Inc.,  
Fan Division,  
387 S. Front St.,  
Memphis, Tenn.

**Models:** All-Purpose R & M fans with 16½ and 20-in. blades.

**Selling Features:** Handy carrying strap provides portability for use anywhere in house as spot cooler; optional side panels for window use; may be changed from window exhaust to ventilation by reversing its position in side panels; optional stand with casters adds to mobility for use as circulator; 2-speed control; 4000 cfm air delivery; grey finish.

**Price:** \$39.95.



### STANTHONY Vent Hoods

Stanthony Corp.  
5341 San Fernando Rd., W.  
Los Angeles, 39, Calif.

**Device:** New low cost ventilating hood, Builder's Model 350-B special and Islander.

**Selling Features:** Model 350-B fully equipped with centrifugal blower, light, grease filter; completely assembled and prewired in one compact unit; centrifugal blower vents into or through wall just above hood; angle vent cover hides wiring and ducting entering wall, results in trim installed unit; switches are located in blower housing and prewired to one pull box; available in white, bright or antique copper and pastel shades.

Islander, fully equipped, 2-sided ventilating hood made for island or peninsular ranges; hood is self contained, fully assembled and prewired; equipped with twin wheel centrifugal blower and twin grease filters; available in modern Aristocrat or scalloped Provincial styleline in white, bright or antique copper, chrome, yellow, sand, sea green or pink baked enamel.



### FASCO Fan

Fasco Industries Inc.,  
Rochester, N. Y.

**Device:** Fasco Super Deluxe 20 in. window fan with automatic thermostat comfort control, No. 2060.

**Selling Features:** Set fan's thermostat once and the rise and fall in home temperature takes care of all ventilating problems; too hot the fan switches on, too cool the fan spins to a stop; all automatically, electrically reversible, to draw in fresh cool night air or blow out hot stale room air; 20-in. "wind tunnel" blades means maximum air delivery with minimum noise; curves design; gray finish; Snap Tite handle; can be used in windows or on floors; 2-side safety guards; 3-speed switch delivers 3200 cfm high, 2500 cfm and 1900 cfm in medium and low speeds. Accessories available include an adjustable window panel for use in sash windows that adjust from 29½ to 38 in.; swivel floor stand permits air stream to be directed in all directions.

**Price:** \$62.95.

### BRIEFS



**NEPCO, National Electric Products Corp., Pittsburgh, Pa.,** announces a new line of Plug-In Strip equipped with an integral raceway to handle branch circuit conductors. Designed as Type CF-4 Plug-In Strip, the new line was developed in answer to contractors requests for a method of running branch circuits, 110-220-volt service, in same duct that carries Plug-In Strip harness. This new line makes possible a normal strip installation while providing capacity to handle additional single-phase or three-phase load within limits of No. 10 conductors.

**A converter** that converts a.c. to d.c., which the manufacturer claims improves the speed of an electric shaver, is announced by Driggs Machine Corp., 68 Guernsey St., Brooklyn 22, N. Y. Price, \$4.95.



Perfectly matched parts in  fans mean

# More Breeze Per Blade

## Sell Robbins & Myers "Happy Marriage" Cooling

You can promise *more* if it's an R&M fan! We call it "Happy Marriage" cooling. Because all parts in every R&M fan are designed and produced by us, they work together as a more efficient unit. These carefully balanced parts deliver the greatest air movement per dollar invested—a sales story that's bound to increase your volume and profits!

**Casement Window Fan.** Meet *this* demand! 25% of the homes built since 1948 have *steel* windows. And this fan is custom-made for this market! Twin 12" fans reverse electrically for intake and exhaust. Two speeds. Silver gray. Fits standard 3-light windows; panel available for 4-light. Guaranteed 5 years.

**\$79<sup>95</sup>** retail



**Reversible Window Fans.** Here's trim beauty to attract, more breeze per blade to satisfy! Sell either model as the smart, low-cost way to breeze-condition up to 4 rooms. Double-action, they exhaust stale air, reverse electrically to circulate fresh air. Two speeds, intake and exhaust. Install with a screwdriver. Silver gray. Guaranteed 5 years.

**18" \$64<sup>95</sup>** retail

**22" \$84<sup>95</sup>** retail

(With thermostat, \$3.00 more)

Sell  
**Robbins  
& Myers**  
the line that delivers  
**More  
Breeze  
Per  
Dollar**



perfectly matched parts give you  
**THE BIGGEST SALES EDGE!**

By designing and producing the *complete* fan, we help your customers enjoy maximum efficiency. All parts are "made for each other"—perfectly matched, to deliver more breeze per blade, more breeze per dollar. Count on R&M fans to help you close more sales, make more friends.

**New All-Purpose Fans (16½" and 20" models)**

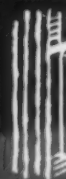
**For Portable Wide-Area Cooling!** This fan has *all* the answers! It's three fans in one—a window fan, a table fan, and a floor fan. Quietly delivers a large volume of air wherever it's most needed. Air delivery up to 4,000 CFM. Two-speed control; safety-designed grille; convenient carrying handle. Optional window panels and rollaway stand. Fan guaranteed 5 years.



**\$39.95**  
retail



Wide-area  
maximizing



Adaptable  
mounting

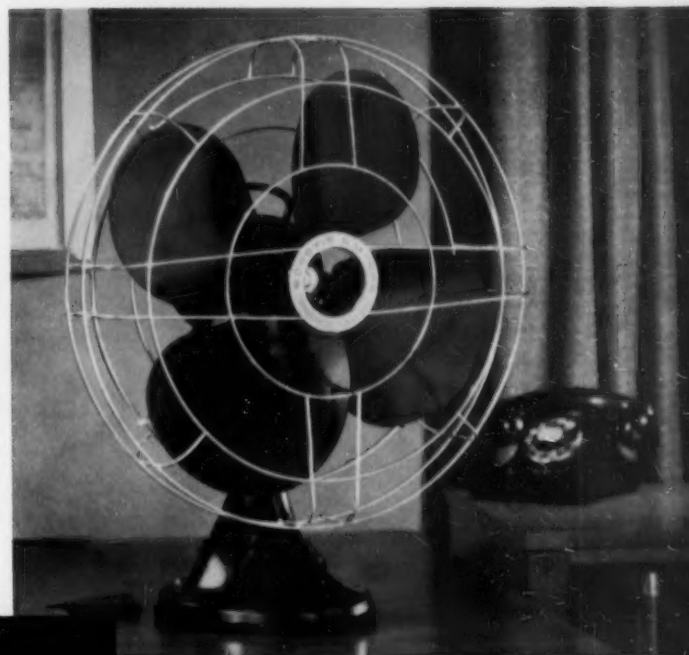


Carry  
room-to-





**New Hassock Fan.** Draft-free *whole-room* cooling with *style*! Outstanding beauty that is matched by R&M "more-breeze-per-dollar" performance! Big 12" blades lift air from the floor and cool the entire room, wall to wall! Whisper-quiet 3-speed operation. Super-safe Styrene grille has 4 interchangeable sections. A great aid for increasing the benefits of a room air-conditioner. Guaranteed 5 years.



#### De Luxe Oscillating Fans

**12" Quiet De Luxe Fan.** Super-quiet, with big, wide blades for maximum air delivery. No irritating noise in home or office. 3-speed switch. Guaranteed 5 years. **\$44.80 retail**

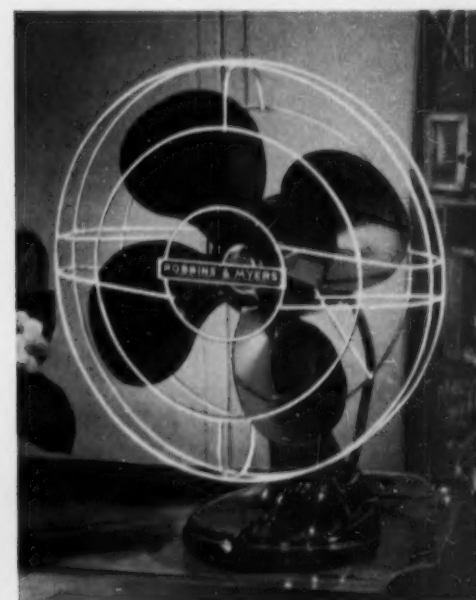
**16" Quiet De Luxe Fan.** Same as above, with black satin finish. **\$55.95 retail**

**16" Quiet De Luxe Fan.** With super-safety guard for homes with small children. **\$63.95 retail.** With pedestal, **\$65.95 retail**



#### New High-Velocity Fan Delivers Jet-Stream!

Propels air 50% farther than an ordinary fan of the same size! Deep-pitch blades force air through twin-cone venturi, and drive it up to 30 feet, with pin-point accuracy. Placed on the floor, pointed toward the ceiling, it picks up coolest air in the room, and bombards the ceiling with it, spreading coolness to every corner of the room. Makes room air-conditioner much more effective. Two-speed control. 5-year guarantee.

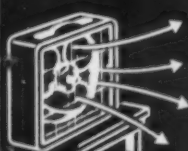


#### Oscillating Fans

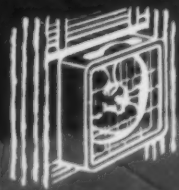
**10" Quiet Fan.** America's greatest value in dependable, low-cost cooling. Powerful airflow; quiet oscillation. Guar. 1 year. **\$19.95 retail**

**12" Quiet Fan.** 2 speeds. Guaranteed 1 year. Smart gun-metal finish. **\$29.95 retail**

**16" Quiet Fan.** 3 speeds. Exceptional air delivery. Guaranteed 5 years. **\$46.95 retail**



Wide-area cooling for maximum comfort.



Adaptable for window mounting—side panels optional.



Carrying handle for room-to-room cooling.

A "Happy Marriage" of Parts Means More Breeze Per Blade—More Sales!

# More breeze per blade puts more sell in Robbins & Myers COMPLETE HOME COOLING

A "Happy Marriage" of parts gives

"Package" Attic Fan

more cooling power, more sales power!

With centralized air-conditioning beyond the reach of most, you'll find plenty of eager prospects for this low-cost home cooling! And, since every part is designed and produced by R&M, this fan delivers "more breeze per blade"—enough to cool every room in the house! All this, complete with automatic ceiling shutter, for as little as \$145.00 retail! Easy to install. Fan guaranteed 5 years; motor and shutter, 1 year.



ATTIC FAN DISPLAY INVITES CUSTOMERS TO SAMPLE BREEZES!

From  
**\$145.00**  
retail  
(including auto.  
ceiling shutter)

**With this push,  
you'll have plenty of prospects!**

Powerful national advertising will put the "more-breeze-per-blade" idea across. All you need do is tie-in with store advertising and displays to make it pay! There'll be big, convincing ads in the ever-popular Saturday Evening Post—plus persuasive ads in all the leading magazines you see here! So team up with turnover—tie-in and make this sales support pay you!

**Robbins & Myers, Inc., Fan Division**  
387 S. Front St., Memphis 2, Tenn.

EM-26



**ACTION DISPLAYS  
INVITE THE "TRY" THAT SELLS!**



Display R-DF56  
for Hassock Fan



Display R-DC25/34  
for 18" & 22"  
Window Fan



Display R-D25  
for 18"  
Window Fan



Mobile Display  
ready to put up



Display R-D1253  
for Casement Fan

**YOU CAN WIN!  
\$3,000 in**

**U. S. Savings Bond Prizes  
"MAY DAYS ARE FAN DAYS"**

**NATIONAL WINDOW DISPLAY CONTEST**  
Write us for rules!



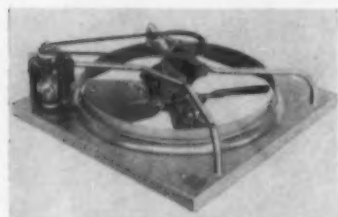


**FASCO Cab-Vent**

Fasco Industries Inc.  
Rochester, N. Y.

Device: Fasco Cab-Vent Co. 1065 cabinet ventilator.

**Selling Features:** Turbo radial impeller and scroll construction provides high volume and high pressure; offers 3 (high, medium and low) speeds saves time in home installations; vent and cover are rubber mounted and felt sealed across back; when used with Fasco standard wall cap it is double dampered; easily adapted for exhausting from ceiling or soffit; takes only 14x8 in.



**VERNCO Attic Fans**

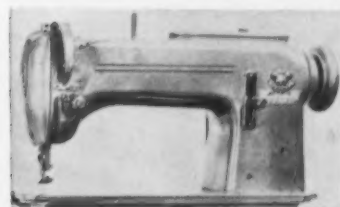
Vernco Corp.  
Columbus, Ind.

Models: Vernco 1956 attic fans in 30, 36 and 42 in. sizes.

**Selling Features:** Equipped with Vernco patented radial thrust bearings for longer life and quiet operation; may be installed in horizontal or vertical position; motors equipped with overload protectors, do not cause radio or TV interference; all fans have PFMA certified rated capacity.

Line also includes the deluxe B20R 2-speed electrically reversible 20-in. window fan.

Prices: 30-in. \$105; 36-in. \$115; 42-in. \$137.50.



**PFAFF Sewing Machine**

Pfaff Sewing Machine Corp.  
39-41 Cortlandt St.  
New York 7, N. Y.

Device: Pfaff No. 234, 1-needle, lock stitch, flat-bed sewing machine.

**Selling Features:** Produces uniformity of stitch even at speeds up to 4,000 stitches per min.; perfect stitch obtained even on thinnest materials, requiring light thread ten-

## NEW PRODUCTS . . . and Housewares

1956 Fans

sion, with Pfaff automatic bobbin case release; also features lubrication system by wicks in conjunction with oil chambers; a knee operated presser foot lifter; spring-activated stitch regulator; forward and reverse sewing; suitable for stitching collars, cuffs, fine leather, underwear, sheeting, neckties, umbrellas, handkerchiefs, tricot and silk; convenient needle threading in front; light colored finish.

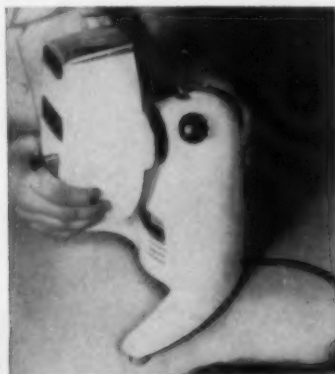


**OSTER Meat Grinder**

John Oster Mfg. Co.,  
Milwaukee 17, Wis.

Device: Oster electric meat grinder No. 505, with ice crusher attachment No. 507.

**Selling Features:** Meat grinder is modern version of butcher's grinder for home use; grinds all cuts of raw and cooked meats; cheese, vegetables, fish, nuts etc; requires no clamping; occupies minimum counter space; white enamel base shaped to take large bowl or cooking utensil; hard wood pusher; grinder head/ consists of grinder body, feed screw, cutting blade, coarse grinding disc, fine grinding disc, and retaining ring; easy to assemble, self-locks into place, making it simple to insert or remove; holds large quantity; rustproof; dynamically balanced motor operates on 115 volts a.c. or d.c.



Ice crusher attachment fits into motor base; adjustable for 9 different sizes of ice; entire unit can be placed in water and washed; self-feeding blades of hardened steel.

Price: No. 505 meat grinder, \$49.95; ice crusher head, \$10.; special introductory price: \$54.95 for both.



**WARING Ice Jet**

Waring Products Corp.  
Div. Dynamics Corp. of America,  
25 W. 43rd St.,  
New York 36, N. Y.

Device: Waring "Ice Jet" attachment for motorized base of Waring Blender.

**Selling Features:** Made to fit base of any of 8 models of Waring Blender; will reduce 4 trays of ice cubes to mounds of finely textured ice; white die cast enamel with grey plastic chute and red covers; fits snugly on Blender base.

Price: \$16.95.



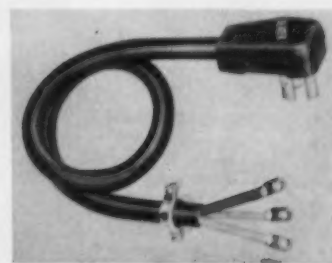
**WESTCLOX Clock**

Westclox,  
La Salle, Ill.

Model: Westclox "Zest" wall clock.

**Selling Features:** "Zest" comes in pink, with large charcoal dial with easy-to-read numerals, non-breakable crystal; convenient hand-set knob, also available in white plastic case with red, charcoal or yellow dial.

Price: \$6.95.



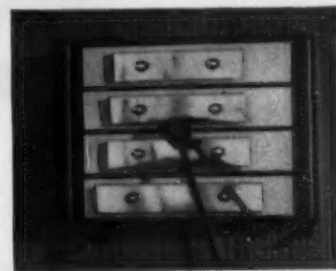
**Dryer Cord Set**

Slater Electric & Mfg. Co., Inc.,  
56th St., & 37th Ave.,  
Woodside, 77, L. I. N. Y.

Device: Dryer cord set with NEMA "L" shaped blade.

**Selling Features:** Designed for continuous heavy loads; rated at 30 amps/250 volts, available in

lengths up to 48 in.; features include 3 coded conductors, extra strong brass blades, molded-on rubber cap with finger grip.



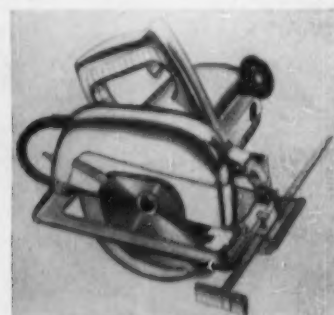
**RITTENHOUSE Door Chimes**

The Rittenhouse Co.,  
Honeoye Falls, N. Y.

Models: 2 new models; Precedent and Prelude.

**Selling Features:** Precedent, an 8-note signal model in modern design; decorative xylophone-type mallet permits chime to be used to summon guests for dinner, etc.; solid, brushed brass chime tubes suspended from hand-burnished walnut block; 9 1/2 x 50 in.

Prelude, sounds 8-note entrance signal; can be used as dinner signal; sound bars have polished brass finish; tubes mounted on contrasting base of natural walnut; 11 1/2 x 9 in. overall. Entire line consists of 17 models.



**PET Saws**

Portable Electric Tools Inc.,  
320 W. 83rd St.  
Chicago 20, Ill.

Model: Pet No. 635M, 6 1/2 in. and No. 601, 5 1/2 in. portable saws.

**Selling Features:** No. 635M features automatic slip-clutch mechanism—an instant release safety device that eliminates possibility of kick-back if saw blade becomes jammed or pinched; Tru-Guide gives professional precision cutting; aligned with guide markers, blade has cutting capacity of 2 1/2 in. at 90 degs. and 1 1/2 in. at 45 degs.; a.c.-d.c. motor with 7.25 amps output of 1/2 h.p.; no-load speed is 4850 rpm.; full-load, 3100 rpm.; retractable blade guard; thumb-catch-lever; mirror finish saw with 8 in. graduated adjustable rip-guide; knob type auxiliary side handle; weighs 10 1/2 lbs.

No. 601, features Tru-Guide; weighs 6 lbs; cuts 1 1/2 in. at 90 and 1 1/2 in. at 45 degs; no-load speed, 3200 rpm.; maximum power of 1/2 h.p.; equipped with 6 in. graduated adjustable rip-guide.

Prices: No. 635M, \$59.95; No. 601, \$34.88.

Another Engineering Miracle from Emerson!

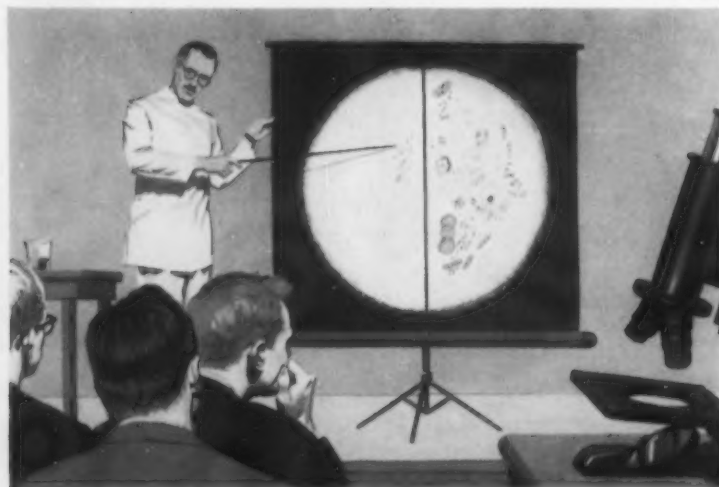
# ELECTRONIC IN THE NEW *Emerson* AIR



**PORTABLE MODELS!** An Emerson first...like having two or more air conditioners for the price of one!



**SUPER COMPACT UNITS FIT ALL TYPES OF WINDOWS...** can be mounted in 15 different positions, from all-inside to all-outside



**\*PROVEN BY LABORATORY TESTS!** Electronic Germ Killer rapidly reduces airborne bacteria to insignificant numbers! For use any time, any season...by itself, when cooling, or ventilating.



# GERM KILLER

## 1956 LINE OF

# CONDITIONERS

- Rapidly reduces airborne bacteria to insignificant numbers\*
- Exclusive JET-SCOOP completely eliminates all moisture...  
no dripping! no leaking! no staining! Gives cooler, drier air...faster!

**NEW  
JET SCOOP  
ACTION**  
For Super Humidity  
Control

Another Emerson exclusive! New JET-SCOOP eliminates all moisture, ends drips and leaks! This great engineering advance prevents spray on rugs, stops staining of outside walls. Gives cooler, drier air faster...even on the "muggiest" days! The best and fastest de-humidification ever possible in air conditioners!

1 Patent Pending

**PORTABILITY!**  
An Emerson first...an amazing convenience! Like owning two or more units for the price of one. Wheels cool air from room to room.

**"SUPER-SIZE"  
COOLING COILS**  
for the fastest, most efficient cooling ever!

**COMPACT  
WINDOW UNITS**  
to fit all types of windows. Can be installed in 15 different positions, from flush inside to flush outside! Overcomes all window installation difficulties, regardless of size.

**7½ AMP. MODELS!**  
Consume no more power than a toaster! Plug into any outlet!

**POWERFUL NATIONAL  
ADVERTISING**  
starting off with double page spreads...and backed up by promotion...displays...everything!

Window Units! Portables!  $\frac{1}{3}$ ,  $\frac{1}{2}$ ,  $\frac{3}{4}$ , 1,  $1\frac{1}{2}$  and 2 ton Models...starting at **\$188**

AND...the best discount and profit structure in the industry!

CALL, WRITE OR WIRE YOUR EMERSON DISTRIBUTOR



Wherever you look...look for  
**Emerson**

TV • RADIOS • PHONOGRAPHS • AIR CONDITIONERS • TAPE RECORDERS

EMERSON RADIO AND PHONOGRAPH CORP., JERSEY CITY, N. J.



### TOASTMASTER Waffle Baker

Toastermaster Products Div.,  
McGraw Electric Co.,  
Elgin, Ill.

Device: Toaster waffle baker with Thermo-Grid, No. 2D2.

Selling Features: Expansion or contraction of grid when it becomes hotter or cooler opens or closes circuit, maintaining optimum temperature, insuring constant uniform baking heat; baker maintains continuous heat so batter for next waffle can be poured without waiting for iron to reheat; produces round waffles; specially treated aluminum: grids chrome finish; interlocking grids seal batter and prevent dripping; heat resistant handles; 650 watts a.c. only; permanently attached cord.

Price: \$21.95.



### SHUVALAY Polisher

Portable Electric Tools, Inc.  
320 West 83rd St.  
Chicago 20, Ill.

Device: Electric shoe and furniture polisher.

Selling Features: Fits comfortably in hand; 2 round, pure bristle brushes can be used for black or brown shoes; rubber pad, lambs wool polishing bonnet, adaptor available for polishing furniture; no-load speed is 900 rpm.

Price: \$19.88.



### LEE-WAY Polisher

Lee-Way Mfg. Co., Inc.,  
1040 W. Fort St.,  
Detroit, 26, Mich.

Device: Master Waxer combination floor and hand polisher.

Selling Features: Specially designed detachable handles for both uses; consists of power unit equipped with G-E motor, lamb's wool buf-

## NEW PRODUCTS

fer attachment, polishing brush attachment and handles; other attachments available extra; Zolatone finish on aluminum; weighs 5 lbs; can be used for cleaning or polishing floors, walls, furniture, cars, etc; fingertip release on power unit permits quick, easy changing of attachments.

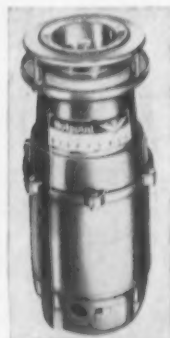


### BLACK & DECKER Sander

The Black & Decker Mfg. Co.,  
Towson 4, Md.

Device: B & D sanding attachment.

Selling Features: An orbital sanding attachment can be fitted into any B & D 1/4 in. utility drill; provides complete sanding tool for wood or metal; bottom plate larger than housing permits close quarter work; sands with, against, or across grain; quick change paper holder uses 3 1/2 in. x 9 in. paper, weighs 2 1/2 lbs.



### HOTPOINT Disposers

Hotpoint Co.,  
5600 W. Taylor St.,  
Chicago, 44, Ill.

Models: 3 food waste disposers in Hotpoint 1956 line, 2 reversible flywheel models and a continuous feed model.

Selling Features: Low-cost continuous feed model MW-11, can be mounted in sink with screw-driver and pliers; lower half of disposer can be turned 360 degs. to quickly line up with existing drain opening; upper half also turns 360 deg. to line up exactly with the knock-out plug with dishwasher drain line; can be installed in any sink with a 3 1/2 to 5 in. drain opening. Basic design is entirely cutting teeth staggered on the walls of the hopper; hammer arms pivot on a nickel alloy flywheel which assures jam-proof grinding operation; hammer arms swing

freely and automatically adjust to size of waste to be disposed.

Two deluxe models MW-9 for use with ordinary sink and MWP-9 for use on dishwasher sink each have reversible flywheel; each time units are operated, the flywheel reverses automatically, giving double-edged shredders half the wear and twice the life; both have swivel lower half which allows quicker, easier installation; each has 2-qt. capacity; all models can be used in rural, farm areas with septic systems.

### BRIEFS

Republic Steel Kitchens has added 3 sink top sizes—54, 66, 72 in.—to its popular priced stainless line. In addition they are also offering custom sink tops of Formica bonded to steel in the same 3 sizes. Formica tops come in 4 colors, red, moonglo, yellow moon-glo, green moonglo and gray pearl, on stainless steel or porcelain on pressed steel flat-rim sinks.

Jet-Spot is the name of the new lightweight flashlight made of aluminum announced by the Electrical Div., of Olin Mathieson Chemical Corp., 460 Park Ave., New York 22, N. Y. Designed so it can't roll; features large translucent red styrene lens ring. 3 colors—red, blue, black.

RAY-O-VAC announces a new heavy-duty "Workman" flashlight made of nylon which is resistant to all common organic solvents and compounds containing gasoline, oil, grease, etc; positive lock switch; lacquered, aluminized reflector; 2-cell model retails at \$3.25; 3-cell model \$3.65 without batteries.



The 1956 line of Mary Proctor Hi-Lo Backsaver ironing tables features decorator colors of yellow, turquoise or white with gray, turquoise or chrome legs. Three completely new models: 80, 81 and 71. No. 80, leader of line, has lightweight chrome legs which curve outward to give more knee room for sit-down ironing; heat-dissipating louver top deflects steam forward or backward instead of into lap of user. Nos. 80 and 81 roll on wheels. All have finger-tip height control, tables lock automatically at any fraction of an inch between 24 and 36 in. by releasing height

control lever. No. 80 retails for \$16.95, No. 81, \$14.95; No. 71, \$12.95.



A free-wheeling cleaner nozzle attachment that takes all the drag out of carpet cleaning has been developed by Apex Home Appliances, Div., Apex Electrical Mfg. Co., Cleveland, O. Fits all Apex canister-type cleaners; equipped with extra-wide, 2-in. wheels that will not sink into thickest carpeting. Attachment glides rug nozzle over every type floor covering—oriental, heavy deep-pile, tufted, loop piles, and shag.



Clayton Mark Co., 1900 Dempster St., Evanston, Ill., announces a "Beauty-Jet" cabinet type water system or pump, styled as a modern appliance that can be installed in recreation room, utility room or kitchen; baked-enamel finish with chrome control panel and maroon dials. Cabinet measures 32 in. high, 30 in. wide and 20 1/2 in. deep, providing almost 3 sq. ft. work space. Inside cabinet is an electric 3-way Jet pump featuring easy conversion from shallow to deep-well applications. Suitable for small and medium size home as well as the cottage and light commercial use. Prices \$179.50 for standard models; \$199.50 for Deluxe.

### JOHNSTON Lawn Mower

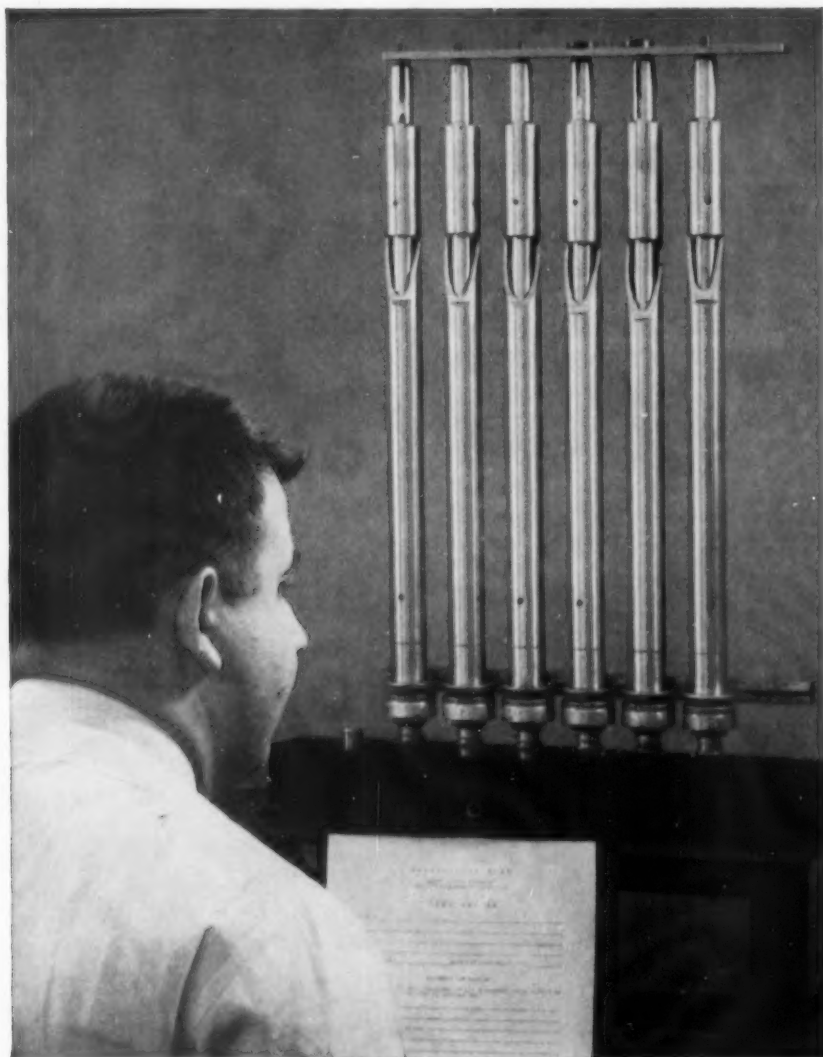
The Johnston Lawn Mower Corp.,  
Brookhaven, Miss.

Device: Johnson 21-in. power propelled rotary lawn mowers.

Selling Features: Powered by 2.5 hp, 4-cycle engine with recoil starter and a reversible "suction lift" cutter bar of alloy steel; aluminum alloy deck; enclosed V-belt traction drive has automatic spring loaded belt take-up; worm gear reduction plus pawl and pinion to wheel ring; leaf mulcher included, streamlined design.



# He runs them to death to protect your service profits

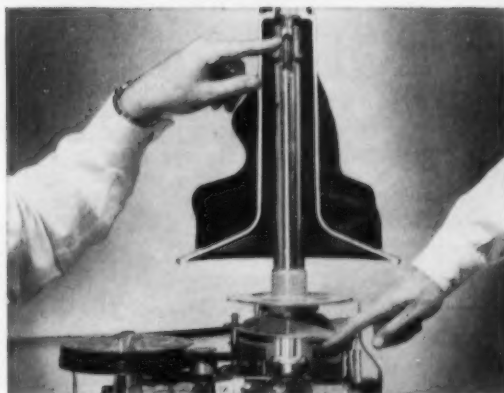


## Genuine RCA WHIRLPOOL washer replacement spin tubes are "torture-tested" to eliminate service call-backs

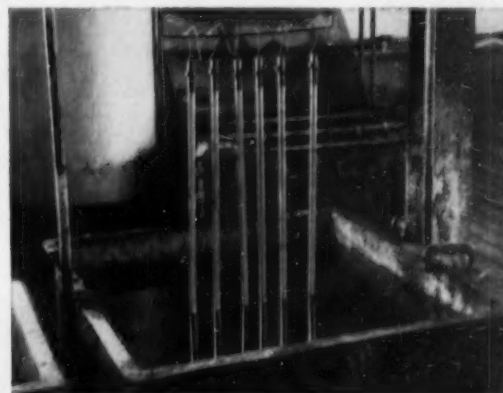
These spin tube assemblies (left) are being run the equivalent of ten years home use. They also are subjected to operation with machine-breaking over-size and off-balance loads. The reason? To assure that they meet, under every condition, RCA WHIRLPOOL's high standards of precision performance . . . and will provide lasting customer satisfaction without costly service call-backs by you.

Remember, whatever the service job, if it's an RCA WHIRLPOOL, you are *right* the first time if you always use Genuine Replacement Parts. Others may look the same but none provide the same dependable service. Your authorized RCA WHIRLPOOL distributor or A.P.J.A. parts jobber has them *quickly* available for all Whirlpool-Seeger home laundry equipment up to 15 years old. Contact him today.

Only genuine  
RCA WHIRLPOOL  
replacement tubes  
are made to original  
specifications to fit  
right, work right,  
last longer



Pierced (not drilled) holes eliminate all surface burrs and dangling burrs inside. Flange is securely attached by "spun over" lip . . . is not loose, noisy or in need of constant adjusting. And, it provides proper bearing alignment.



Genuine parts have as much as 25% more plating than "off-brand" parts. Look! First a good copper coating . . . not just a haze . . . then a thorough coat of nickel plating that resists moisture and breakdowns because of rust.

## service division

WHIRLPOOL-SEEGER CORPORATION • St. Joseph, Michigan

IN CANADA: John Inglis Co., Limited, Toronto, Ontario

"Always Use Genuine RCA WHIRLPOOL Replacement Parts . . . They Meet the Toughest Specifications In the Industry."



**DISPLAY THIS SIGN  
OF THE MOST COMPLETE LINE!**

**Sell with the magic of the famous CHRYSLER name!**

**Sell with the most effective promotion ever!**

**SELL MORE—PROFIT MORE**

**with AIRTEMP ROOM AIR CONDITIONERS**

Write **Airtemp** today!  
DIVISION  
CHRYSLER CORP  
DAYTON 1, OHIO

— — — — — **SELL WITH THE FORWARD LOOK** — — — — —



**— IN '56 —**



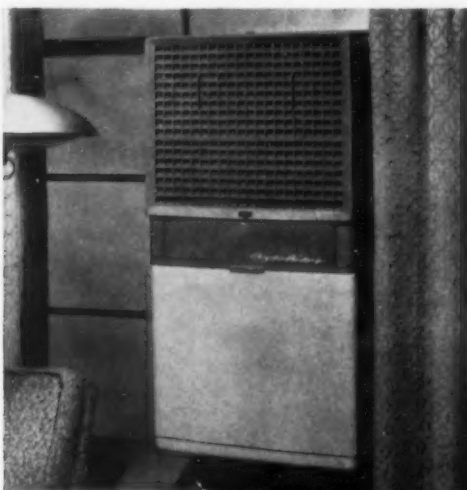
**YOU'LL SELL MORE—and PROFIT MORE**  
because AIRTEMP gives you the widest selection  
of room air conditioners in the industry!



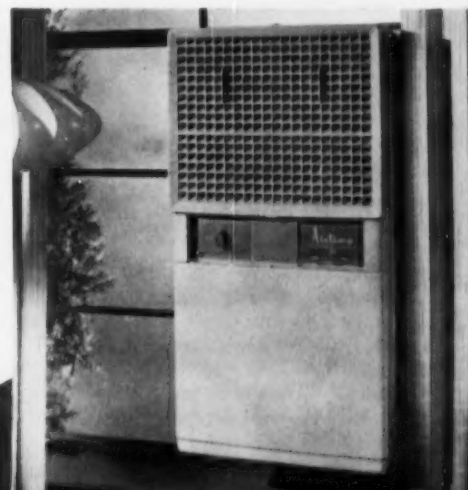
**THE CONVENTIONAL DELUXE** Here's all-new, beautiful new styling in an air conditioner that complements any interior. And advanced Chrysler engineering makes it the finest performer yet—with all vital parts matched and balanced for the most efficient cooling at lowest possible cost. Cools more quietly, too—thanks to the 41% larger *Breathing Grille*. Easy to install—mounts *fully flush*. In  $\frac{3}{4}$ , 1,  $1\frac{1}{2}$ , and 2 H.P.



**THE CONVENTIONAL SPECIAL** Same eye-appeal as the Deluxe, same super-efficient, super-quiet cooling. Gives you a strong price leader and a real "clinch" for that hard-to-get sale. In  $\frac{3}{4}$  and 1 H.P.



**THE CASEMENT DELUXE** Original Airtemp mounting permits quick, easy installation from the *inside*—without removing glass or cutting window frame. Nothing projects outside to interfere with opening, closing or locking of casement window. In  $\frac{1}{2}$  and  $\frac{3}{4}$  H.P.



**THE CASEMENT SPECIAL** A real traffic-builder with the full-powered cooling capacity famous in all Airtemp Room Air Conditioners. Same quick *inside* installation with no outside projection. Simplified, easily accessible controls. In  $\frac{1}{2}$  and  $\frac{3}{4}$  H.P.

Here's how you can sell *more* and profit *more*—2 brand new markets!



**The Imperial "All-in-Window"** Here's your sales answer for homes, apartments, offices and other locations where outside projection of window air conditioners is not allowed or not wanted. Mounts *completely flush* outside—with amazingly little projection inside! In  $\frac{1}{2}$ ,  $\frac{3}{4}$  and 1 H.P.



**The Imperial "All-in-Wall"** Here's still more profit for selling the customer who wants an out-of-the-way room air conditioner. A brand new year 'round opportunity for selling homes, apartments, offices and motels. For new construction or existing buildings. In  $\frac{1}{2}$ ,  $\frac{3}{4}$  and 1 H.P.

— — — — — **FOR THE GREATEST PROFIT EVER!** — — — — —



**ADMIRAL Color TV Set**

Admiral Corp.,  
3800 Cortland St.,  
Chicago 47, Ill.

Model: Admiral 21-in. color TV set.

**Selling Features:** Has 28-tube chassis; top front tuning; individually lighted channel numbers; removable picture window; turret tuner; dual 6x9 loudspeakers in inclined mounting; 260 sq. in. picture; utilizes 25,000 volt beam from each of 3 primary color electron guns; chassis features a "color killer" that automatically cuts out unused color circuits during black and white programs; automatic color control circuits suppress interference, maintains color intensity level; available in mahogany or blond oak "off the floor" cabinets; tapered golden tipped metal legs; auxiliary controls recessed in top front right side of cabinet for easy adjustment from a standing position; controls used by a serviceman located behind removable nameplate on front cabinet; available in VHF-UHF markets with 82-channel tuner featuring "spin tuning." Price: \$895.



**CROSLY TV Series**

Crosley and Bendix Home Appliances  
Divisions, Avco Mfg. Corp.  
Cincinnati, 25, O.

**Models:** New improved Advanced V series includes three 17-in. and two 21-in. table models and four 21-in. consoles, and Custom V additions.

**Selling Features:** Advanced V series introduced last August featured exterior plug-in antenna, leather-like finish on top which has been expanded and improved; improvements include a new, larger cabinet, stylish screen mask, local-distance switch that reduces power for nearby stations or increases it to pick up weaker signals and a "noise gate" to eliminate audible interference; all but lowest priced

## NEW PRODUCTS . . . . . TV and Radio

table models have tinted glare shields and aluminized picture tubes.

Custom V line additions included 2 models without "Zoom-a-tenna" for areas so distant from signal outdoor antennas are mandatory; 3 new Custom V vertical console models give greater "furniture" variety to line; an open face mahogany console has been added, a modern honey blond with gold and maroon trim and a gray blond with black and silver trim.

**Prices:** From \$139.95 to \$269.95.



**CBS-COLUMBIA TV Line**

CBS-Columbia Div.  
Columbia Broadcasting System,  
3400 47th Ave.,  
Long Island City, 1, N. Y.

**Models:** 16 basic models in 1956 line include one 17-in. and five 21-in. table models; seven 21-in. consoles; one 21-in. "lowboy" console and two 24-in. sets, one a console.

**Selling Features:** Robot tuning in horizontal and rotary types—finger tip pressure on accessible control button on top-front of set provides automatic channel selection; horizontal Robot tuning is automatic with illuminated channel-indicator windows spread out above picture tube-pressure on control button causes selector light to travel left or right, bringing in desired channel. Rotary Robot tuning is automatic, with single window illuminated channel indicator in center of knob; high gain cascode tuners each incorporating 4-tube functions are used throughout line.

All Robot-tuner sets can be adapted to UHF by installing individual UHF channel strips, one for each channel.

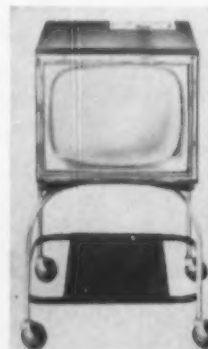
A remote control unit, palm-sized and smaller than an electric shaver plugs into Robot tuning set, is available as optional extra equipment; turns on and off, changes stations from chairside across room; contrast, brightness and volume are automatically adjusted to proper levels.

Sound reproduction improvements include a "Focusing Speaker" that permits listener to tilt speaker grille upward directing sound toward ear away from floor deadening. Another sound innovation is the Hi-Fi Choir of Speakers

located in specially constructed baffle chamber—a 3-speaker unit in Monarch and Ambassador models; consists of a 10-in. low frequency "woofer" and two 4-in. hi-fi tweeters to reproduce entire range of TV sound—speakers are angled within acoustic chamber to give broad sound source; built-in phonograph, continuous tone control enables hi-fi system to be used for recorded music.

Two new 41 mc chassis: deluxe Imperial 3000 and Custom 2000 with tilt-out chassis feature, are included in line. Picture tubes are automatically self-focusing and aluminized with 90 deg. deflection; sets are designed to be placed flush against wall; super-filter zed safety screens of special tempered glass are tilted downward; accessible from front for fast cleaning.

Finishes range from composition-type leather in 17-in. table model, and mar-proof Dura-Clad in table models to solid Korina in console models; contemporary "low boys," French Provincials, traditionals and modern are included in line.



**CBS Transistor Radios**

CBS-Columbia, Div.  
Columbia Broadcasting System,  
3400 47th Ave.,  
Long Island City, 1, N. Y.

**Device:** Porta-console home transistor radio and portable Power-Mite.

**Selling Features:** Porta-console coreless receiver operates on 6 transistors and a self-contained battery pack which provides upwards of 1500 hrs. normal radio listening; full size home table set includes 9-in. oval speaker with sound emanating from front and rear of cabinet through new CBS soundwave grille cloth—this speaker arrangement is made possible by special transistor-circuit design using small space in chassis; slide rule dial makes it possible to tune from any side; when placed on auxiliary metal stand it becomes a chairside unit; lifted out of stand it converts portable unit with gold trim handle; available in ebony or grained blond wood cabinets.

Power-Mite, personal portable, 5-transistor pocket sized unit measures 5½ in. high, 3¼ in. wide and 1½ in. deep, weighs less than 14 oz.; has power output equivalent to standard battery portable units; equipped with oversized Alnico V pm speaker; available in luminous plastic cabinet with 3-position handle for carrying as a stand-up easel stand, or as support in optional carrying case; red and gold or blue and gold finish.

**Price:** Porta-console, \$100; Power-Mite, \$70.

A Rollabout and Turnabout are 2 innovations which make it possible to have a set that glides on 3-in. wheels or in the Turnabout a console that swivels 360 deg.

**Prices:** From \$149.95 for 17-in. table to \$419.95 for Monarch or Ambassador 21's in blond.



**RAYTHEON Transistor Radios**

Raytheon Mfg. Co.,  
TV and Radio Operations,  
5921 W. Dickens Ave.,  
Chicago, 39, Ill.

**Models:** DeLuxe T-150 and Standard T-100 diminutive pocket-sized transistor radios.



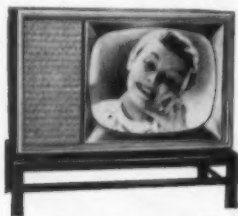
For 1956  
MAGNAVOX  
announces the



*This Gold Seal will assure you more sales for 1956...and your customers greatest satisfaction and value.*

We invite you to see,  
hear, compare the  
**First High Fidelity  
Television**

The Magnificent Magnavox looks alive...sounds alive. We've matched true high fidelity pictures with the finest high fidelity sounds...high fidelity sounds that make your ears believe what your eyes are seeing. The result is something you must see and hear—*high fidelity television!*



New 24" Cosmopolitan, with 3 high fidelity speakers. 10 watt high fidelity amplifier—10 times as powerful as ordinary television. In genuine Mahogany, \$349.50 (VHF). Slightly higher in Oak, Cherry or Walnut, with stand illustrated.



New 21" Manhattan offers largest picture area available in a 21" model. With 2 matched high fidelity speakers and concealed top tuning. In Syntex Mahogany, \$289.50 (VHF). Other finishes slightly higher.

*Magnavox quality television priced as low as \$149.50 (VHF)...high fidelity table models as low as \$99.50.*  
Some prices slightly higher in far West and South

# NEW GOLD SEAL LINE

With the most revolutionary merchandising development in the television industry

- **3 MONTHS SERVICE** on all television instruments displaying this new Magnavox Gold Seal...
- **PLUS FULL YEAR'S WARRANTY** on all tubes and parts

Here is another exclusive first for the most valuable and profitable franchise in the television industry. No other manufacturer can promise such trouble-free performance to your customers—and back it up with such an all-inclusive warranty. Here is proof positive of world famous Magnavox quality and dependability unmatched by any other television receivers today. Only Magnavox can insure you highest profits and lowest service costs. Learn the complete details of this outstanding Magnavox program which will assure our selected dealers the greatest sales volume and profits in 1956. There may be a Magnavox franchise available in your area.

#### **Greater Profit Margins**

Magnavox offers the largest guaranteed markups of any leading television-radio-phonograph manufacturer.

#### **No Price Cutting**

Magnavox maintains a policy of vigorous price enforcement, which guarantees you protected profits.

#### **No Promiscuous Franchising**

Magnavox sells to less than 2% of the nation's

most dependable and outstanding retailers. The Magnavox franchise is a sign of integrity and reliability in any community.

#### **Price-Protected Inventory**

Your Magnavox inventory is protected under the terms of the Magnavox profit franchise.

#### **Most Complete Line**

Of "market-tested" television and high fidelity radio-phonographs in the industry...all competitively priced.

#### **Most Step-Up Sales Features**

Additional demonstrable features progress logically with prices and your unit profit rises, too.

#### **No "Annual Line"—No Dumping**

New models are integrated gradually. No quick change-over to leave you with "out-of-date" inventory.

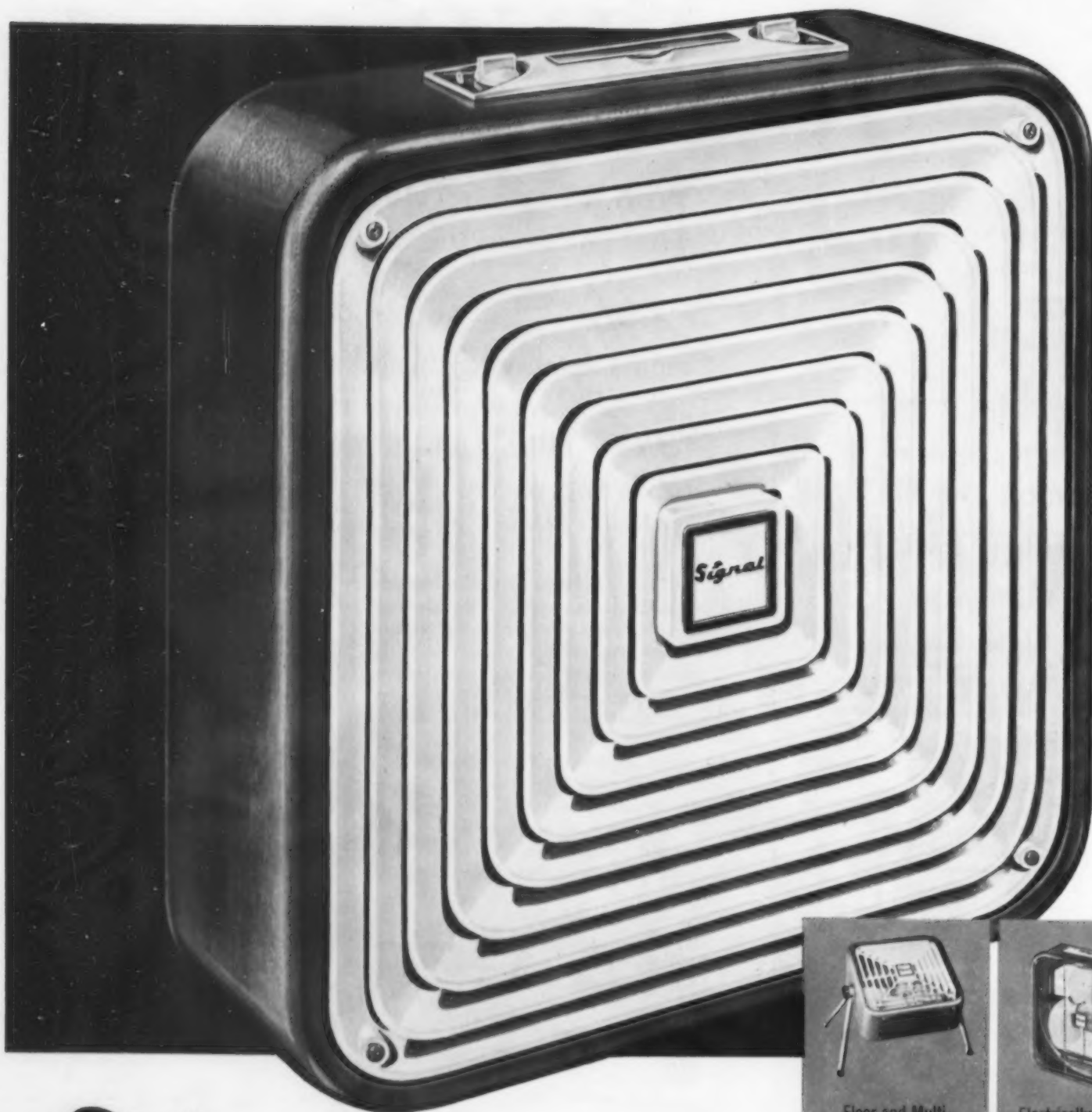
#### **Transportation Prepaid**

Magnavox instruments are shipped to your door at no cost to you—adds to your profit margin.

The Magnificent **Magnavox**

# Building America's

# BUSY



Floor and Multi-Purpose Fan



Electrically-reversible 20" Giant value-leader

**Signal**  
KS

## SIGNAL ELECTRIC



# biggest fan club . . .

# Signal

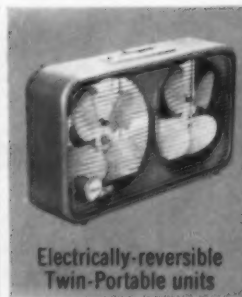
Busy Signal distributors are rolling up sizable advance sales gains . . .

busy Signal dealers are getting ready for their biggest fan selling bonanza. They're doing it by tying in with Signal's FAN-tastic sales momentum. And you can do it too—you can put profits back into summertime selling with the fastest growing, fastest selling fan line in America. With rock-'em, sock-'em merchandising and promotion . . . with the sellingest features, Signal gives you the sellingest fan line of them all. When the hot weather hits and the public tires of sleepless nights—that's when they'll get the word . . . and get the Signal. Why don't you, too, join America's biggest fan club . . . why don't you, too, get the Signal!

- \* All Signal fans are unconditionally guaranteed for 5 full years.
- \* World's pioneer manufacturer of electrically-reversible window fans.
- \* Automatic day and night cooling with the magic Thermostatic Brain.
- \* Exclusive Free-Flow Grille for Diffused and Direct No-Draft, natural cooling—both from the same unit.
- \* 23 modern-design models to choose from, to meet any cooling need.
- \* Nationally advertised in LIFE and POST.
- \* Versatile adapter accessories fit window-portable fans into mobile, floor or window coolers.
- \* UL approved—No radio or TV interference.
- \* Signal's "Stout-Heart" motor made possible 65 years of guaranteed fans.



Automatic Mobile fan



Electrically-reversible  
Twin-Portable units



Hi-Velocity Jet Stream



Signal and Cool - Spot  
Oscillators



Pedestal and  
Air Circulators



Tilt-Stand, Mobile Stand -  
Window Expander Panels

**DIVISION • KING-SEELEY CORPORATION • Menominee, Michigan**

# Waring Spring tonic deal

## R<sub>x</sub> two-way **PROFIT** prescription

Sell the BLENDOR® at...

**43% PROFIT!**



You buy 2 BLENDORS (\$27.41 ea.) \$54.82  
 You buy 1 BLENDOR ..... 22.04  
 YOUR LOW COST (average \$25.62) 76.86  
 You sell 3 at \$44.95 ea. .... 134.85  
 YOUR BIG PROFIT..... 57.99  
 Models PB-5, PB-5 (Color-tone), 702 CR

● Popular WARING BLENDORS lead the field — a choice of 9 Color-tone (including new turquoise-blue) and metallic models to please even the fussiest customer. Remember, "if it isn't a WARING, it isn't a BLENDOR!"

Sell the MIXOR® at...

**43% PROFIT!**



You buy 2 MIXORS (\$12.17 ea.) .. \$24.34  
 You buy 1 MIXOR..... 10.10  
 YOUR LOW COST (\$11.48)..... 34.44  
 You sell 3 at \$19.95 ea. .... 59.85  
 YOUR BIG PROFIT..... 25.41  
 Model RM-2

● The WARING MIXOR is the only portable purposely designed as a true hand mixer! Specially made to give so much more in comfort, power, style and push button ease.

**43% PROFIT** for you on one or both  
 (tax included)  
**of WARING'S two great sales leaders!**

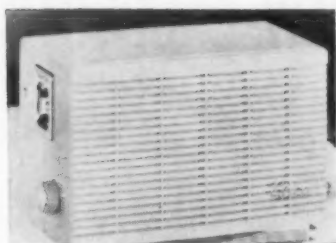
DEAL EXPIRES APRIL 30, 1956

R<sub>x</sub> — here's just the deal *the doctor* ordered — a Spring Tonic to put real pep into your PROFITS—a long 43% PROFIT on every WARING sale you make. No matter what your choice — MIXOR or BLENDOR Deal — remember, your discount is 43%, tax included!

**WARING PRODUCTS CORPORATION**

A subsidiary of Dynamics Corporation of America • 25 West 43rd St., New York 36, N. Y.





### SYLVANIA Portable Radio

Sylvania Electric Products, Inc.  
Radio & Television Div.  
254 Rano St.  
Buffalo 7, N. Y.

Device: "Prospector" No. 3401 portable radio with built-in Geiger counter, compass and sundial.

**Selling Features:** Can measure radio-activity in air; CD frequencies marked on dial; Geiger counter also may be used in hunting uranium which causes clicks to be heard through speaker, also sets up flashing in neon tube on top; compact, top-grain cowhide case; leather carrying strap; operates on battery, ac or dc; built-in ferrite loop antenna; neon radiation indicator and Geiger switch; weighs 4½ lbs. less batteries.

Price: \$64.95.



### B & R Radio-Phono

B & R Electronics Co.  
1701 Boone Street  
New York, N. Y.

Device: B & R automatic radio-phono model AR-515.

**Selling Features:** Automatically plays a stack of 14-45 RPM records for nearly 1½ hrs.; radio consists of a 5-tube superhet with built-in loop antenna; charcoal or hunter green with linen trim, compact luggage type carrying case 6x10½x11; weighs 8½ lbs.

Price: \$44.00.



### LEL Transistor Wrist Radio

LEL  
380 Oak St.  
Copiague, L. I.

Device: Lel transistor wrist radio, No. 125.

**Selling Features:** Two state transformer coupled amplifier; no whistle regenerative circuit; battery life 100 hrs.; stainless steel expansion wrist band; hearing aid receiver; printed circuitry throughout; plastic case; no tube replacement or breakage; long life transistors; 550-1600 kc band coverage; 6 volt bat-

## NEW PRODUCTS . . . . . Radios, Recorders, Antennas

tery; transistor tubes include 1 RF amplifier and detector transistor, 2 audio amplifier transistors, 5 mercury cells; 2½ x 1½ x ¾ in.; black finish; weighs 2.5 ounces, including batteries.



### SYLVANIA "Inter-Com Radio"

Sylvania Electric Products, Inc.  
Radio & Television Div.  
254 Rano St.  
Buffalo 7, N. Y.

Device: Sylvania "Inter-Com Radio."

**Selling Features:** Consists of radio and auxiliary speaker-microphone unit in similarly-sized and shaped impact-and-heat-resistant cabinets; programs tuned into radio can be heard through both units giving hi-fi binaural sound effect if both units are used in one room; printed circuit chassis; as home communicator words spoken into the speaker grill of one unit are heard in other unit with switches on cabinets controlling function; auxiliary unit can be placed in baby's room or sickroom, etc.; unit includes one master radio unit and one auxiliary plus 25-foot cable; additional units available with longer cables; red, ivory, green and charcoal; built-in AM loop antenna; 4 tubes, 1 rectifier, dual full-range 4 in. PM Alnico microphone-speakers; controls, 180-degree speak-listen and radio-com switches; plastic cabinets; both units weigh 6 lbs.

Price: \$39.95.



### MITCHELL Intercom

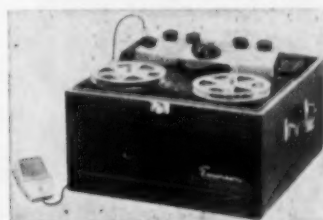
Mitchell Mfg. Co.,  
2525 N. Clybourn Ave.,  
Chicago, Ill.

Model: Wire-less, 2-way intercom No. 1415.

**Selling Features:** Portable, weighs 4½ lb.; plugs into any regular outlet, a.c. or d.c.; dove-gray plastic cabinet; each unit has built-in electronic amplifier; Alnico PM speaker-microphone; additional units may be added to system any time; uses radio frequency of 175 ks;

unit operates on standard 115-120 volt 50 60 cycle a.c. or d.c.; each unit is 9½ in. wide, 6½ high and 5½ in. deep.

Price: 2-unit system No. 1415 \$69.50 for pair; additional single unit, No. 1416, \$34.95.



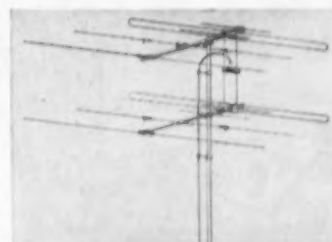
### EMERSON Tape Recorder

Emerson Radio & Phono Corp.,  
14th & Cole Sts.,  
Jersey City, N. J.

Device: Emerson tape recorder No. 900.

**Selling Features:** Single central control selects tape direction—standard forward, fast forward, fast rewind and stop; auxiliary controls select playing speed, set volume, record or play back, adjust bass-treble response; cut out speaker during recording; automatic erasure; lightweight, easy-to-carry; scuff-resistant cabinet in green shades, leather handle; compartment for microphone, tape reels and other accessories; crystal microphone, power supply cord, reel of sound recording tape and a take-up reel, included.

Price: \$192.

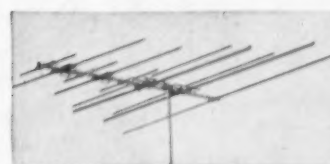


### POWERAY Antenna

American Phenolic Corp.,  
Chicago, 50, Ill.

Device: Poweray fringe area VHF antenna.

**Selling Features:** Uses a sleeve dipole principle; new design achieved by use of short antenna elements in series with a section of simulated 3-wire transmission line in conjunction with new reflector system; available in 2 and 4-bay models for fringe and deep-fringe areas.



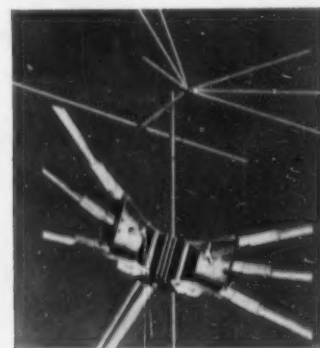
### CLEAR BEAM Antenna

Clear Beam Antenna Corp.,  
Canoga Park, Calif.

Device: "Sky Sweep" MYSSO.

**Selling Features:** Modern Yagi de-

sign, having all elements, parasitic and driven in same plane; original magnetic "Focal-sharp" tuning; 14 elements on high band and 5 on low band; features high gain, true Yagi on all channels 2 thru 13; snap open design; spectrum balanced for color reception; stacking bars available in 3 sizes: YS20-33 for high band; YS-20-86 for low band; and YS-20-66 for all band reception.



### CHANNEL MASTER Antenna

Channel Master Corp.,  
Ellenville, N. Y.

Device: Channel Master Super Fan Antenna.

**Selling Features:** Redesigned, super-sembled fan head; all elements on new antenna snap out and lock into place automatically; no hardware or tools required; new heavy-duty fan head of polystyrene combined with heavy gauge aluminum; all elements reinforced with ¼ in. diam. aluminum sleeves, 3¼ in. long; available in 2 series offering installation man a choice of seamless or butted aluminum tubing; series 313A of seamless tubing; series 713A, with butted tubing elements.

Prices: No. 313A, \$10.42 single bay, \$22.22, 2-bay, \$48.19 4-bay. No. 713A, \$8.19 single bay; \$17.08 2-bay.



### EMERSON Phono

Emerson Radio & Phono Corp.,  
14th & Cole Sts.,  
Jersey City, N. J.

Device: Emerson 3-speed portable phono No. 841

**Selling Features:** Leatherett-covered portable in assorted colors contains 3-speed record player that plays 7, 10 or 12-in. records at 33½, 45 or 78 rpm; cabinet measures 10 in. wide, 5½ in. high and 12½ in. deep.

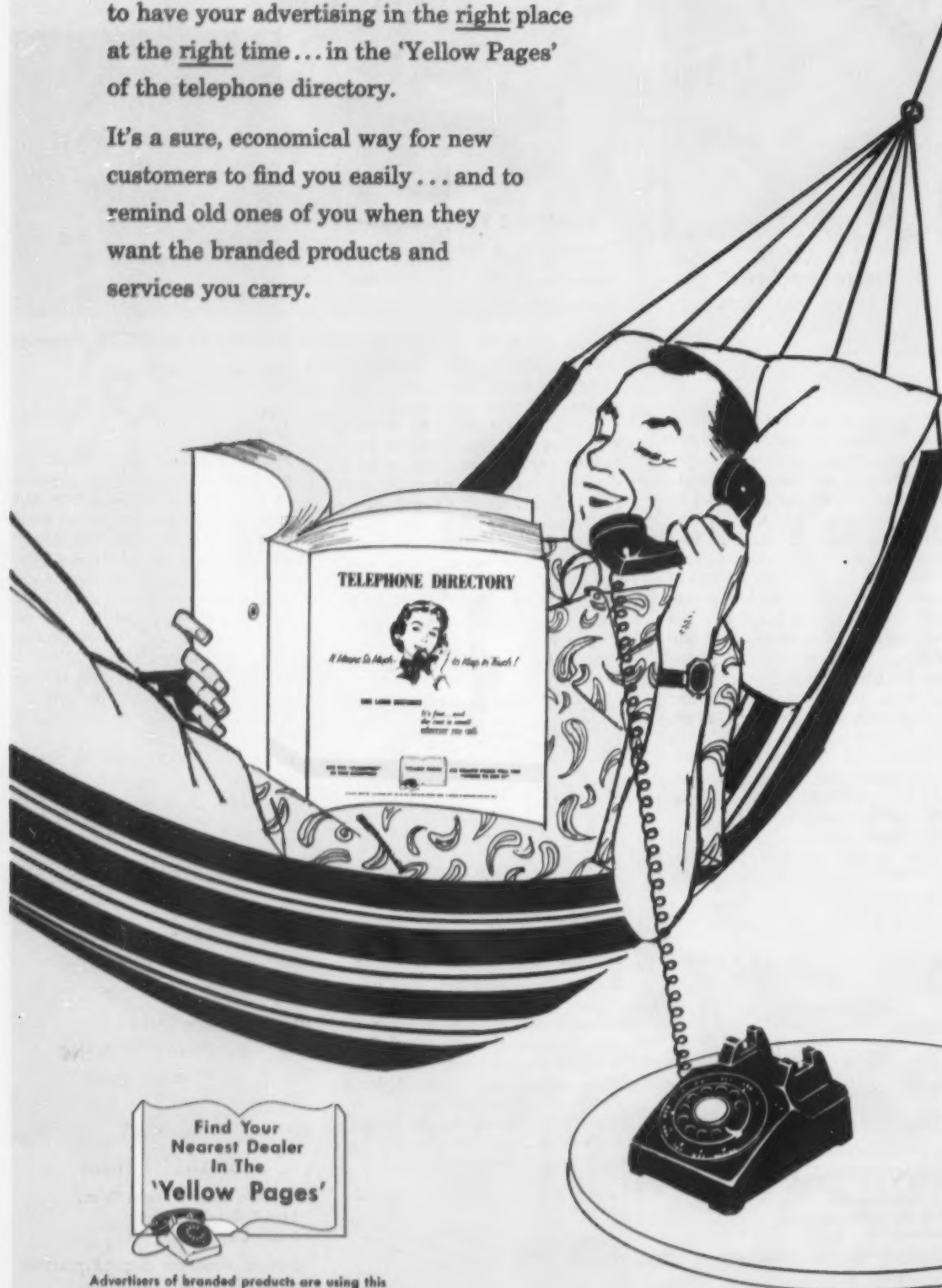
Price: \$24.

# Make it this easy...

## FOR PROSPECTS TO BUY FROM **YOU**

One way to keep sales climbing in 1956 is to have your advertising in the right place at the right time... in the 'Yellow Pages' of the telephone directory.

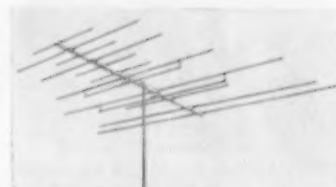
It's a sure, economical way for new customers to find you easily... and to remind old ones of you when they want the branded products and services you carry.



Advertisers of branded products are using this emblem to tell prospects how to find their dealers.

**For more information, get in touch with the Classified Telephone Directory Representative at your local Telephone Business Office.**

## NEW PRODUCTS



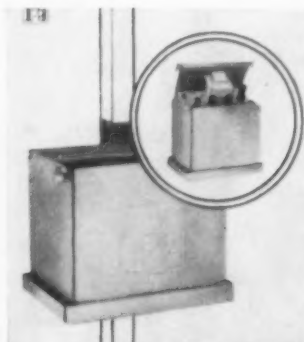
### WINEGARD TV Antenna

Winegard Co.,  
3000 Scotten Blvd.  
Burlington, Iowa.

Device: Combo TV antenna.

**Selling Features:** Pretuned at factory to 16 different channels; meets 99 percent of all fringe area requirements; designed for black-and-white and color reception; all-aluminum and stainless steel; Electro-lens focusing; new "T" type driven element; twin-lock hardware and heavy reflector elements.

### TV BRIEFS



Blonder-Tongue, Westfield, N. J. announces a broadband VHF amplifier featuring a new low-noise circuit, multi-voltage power supply and weatherproof housing, called the model AB Booster. Provides more than 25 db gain on all VHF channels; operates automatically through its power unit near set; heavy duty 300 ohm line carries a.c. power to remote unit, also carries amplified TV signals down to receiver. Supplies either 24 or 117 volts to amplifier.



The Portable Perpetuum-Ebner Rex, is a new German 3-speed hi-fi record changer attachment announced by Fenton Co., 15 Moore St., New York, N. Y. plays 10 intermixed records without pre-setting in any size between 6 and 12 in.; patented intermix determines exact size of record and lightly deposits stylus into first groove.



# Servel ROOM AIR CONDITIONERS

## DEALERS SOLD OUT SERVEL FIRST IN 1955!

## ...EVEN FASTER MOVING PROGRAM FOR '56!

### Exciting "Sell-Out" Days In '55!

SERVEL Room Air Conditioner Dealers coast-to-coast reported excitement, enthusiasm and "Sell-Out" days at a full profit in '55! Never before had a line of air conditioners sold-out so fast! Now, wait till you see what's coming up for 1956!

*'56 SERVEL Completely Redesigned  
With Dependable Quality-Checked Features!*

### COOLS ENTIRE ROOM

SERVEL's all-new revolutionary HI-POWER design cools all the room...from floor to ceiling and wall-to-wall! Assures finest cooling possible throughout the entire room!

SPECIFICATIONS					
	CUSTOM MODELS		ELDORADO MODELS		
RATING	½ hp	1 hp	¾ hp	1 hp	1½ hp
COOLING CAPACITY btu/hr	8,500	10,400	8,500	11,500	16,050

### SINGLE TOUCH CONTROL

Just the simple push of a single button gives you all the cooling comfort you desire! With the all-new SERVEL there's no more extra controls to fiddle with! Gives you the selling-magic of 5 of the most powerful words today..."You just push the button!"

### MORE POWERFUL THAN EVER

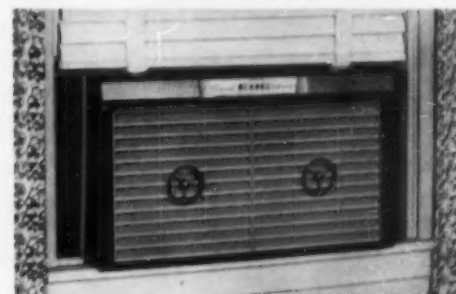
SERVEL's all-new, more powerful cooling units, larger cooling surfaces and increased air flow make it the "Most Powerful SERVEL Ever Built!" The amazing ELDORADO 1 hp. model, for example, delivers 10.5% more actual cooling than the average of 11 competitive makes!

### ONLY SERVEL ROOM AIR CONDITIONING HAS ALL THESE OUTSTANDING FEATURES!

- CONSUMES LESS CURRENT
- QUIETEST OPERATION AVAILABLE
- HIGH DEHUMIDIFYING CAPACITY
- HANDY DISPOSABLE FILTER
- ADJUSTABLE MOUNTING
- BEAUTIFUL FURNITURE STYLING
- SEALED SERVEL POWER UNIT

see the **ALL NEW**

**Servel**  
Room Air Conditioners  
Booth No. 548  
Furniture Mart

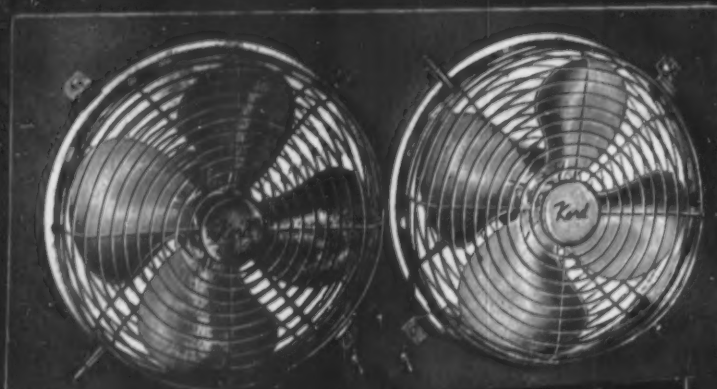


**Servel** ROOM AIR CONDITIONERS  
Evansville 20, Indiana

More Comfort... More Sales...

**Kord**

**REVERSIBLE**  
*single and twin*  
**WINDOW FANS**



*\* the single*



*\* the twin*

- INDIVIDUAL PANEL SWITCHES
- AVAILABLE WITH OR WITHOUT THERMOSTATIC CONTROL

**with the chrome plated** *SAFE-TEE-GARD*

Kord adds Twin Reversible Window Fans as companions to the successful single models and doubles efficiency and comfort.

Use them in the bedroom, kitchen, living room or attic . . . always refreshes quickly and efficiently. Use them with confidence . . . both Reversible Window Fans are completely guarded, front and back, with Kord's sturdy, all chrome-plated "SAFE-TEE-GUARD." Just one of the many quality features found in these outstanding values.

Available in 10" and 12" Blade Sizes

**WRITE FOR COMPLETE CATALOG**

Simply flip lever to reverse air flow WITHOUT removing ventilator from the window. Exhaust hot, stale air during the day, bring in cool fresh air at night. Adjustable to fit most any window. The 4 pole, WEATHERPROOF Motor is completely enclosed — assures all-important protection against dust, damp air or rain, guaranteeing long, lasting service. Finished in beautiful gray baked enamel, it blends smartly with any color scheme.

For safety, styling and efficiency Kord's Single and Twin Reversible Window Fans set the pace!

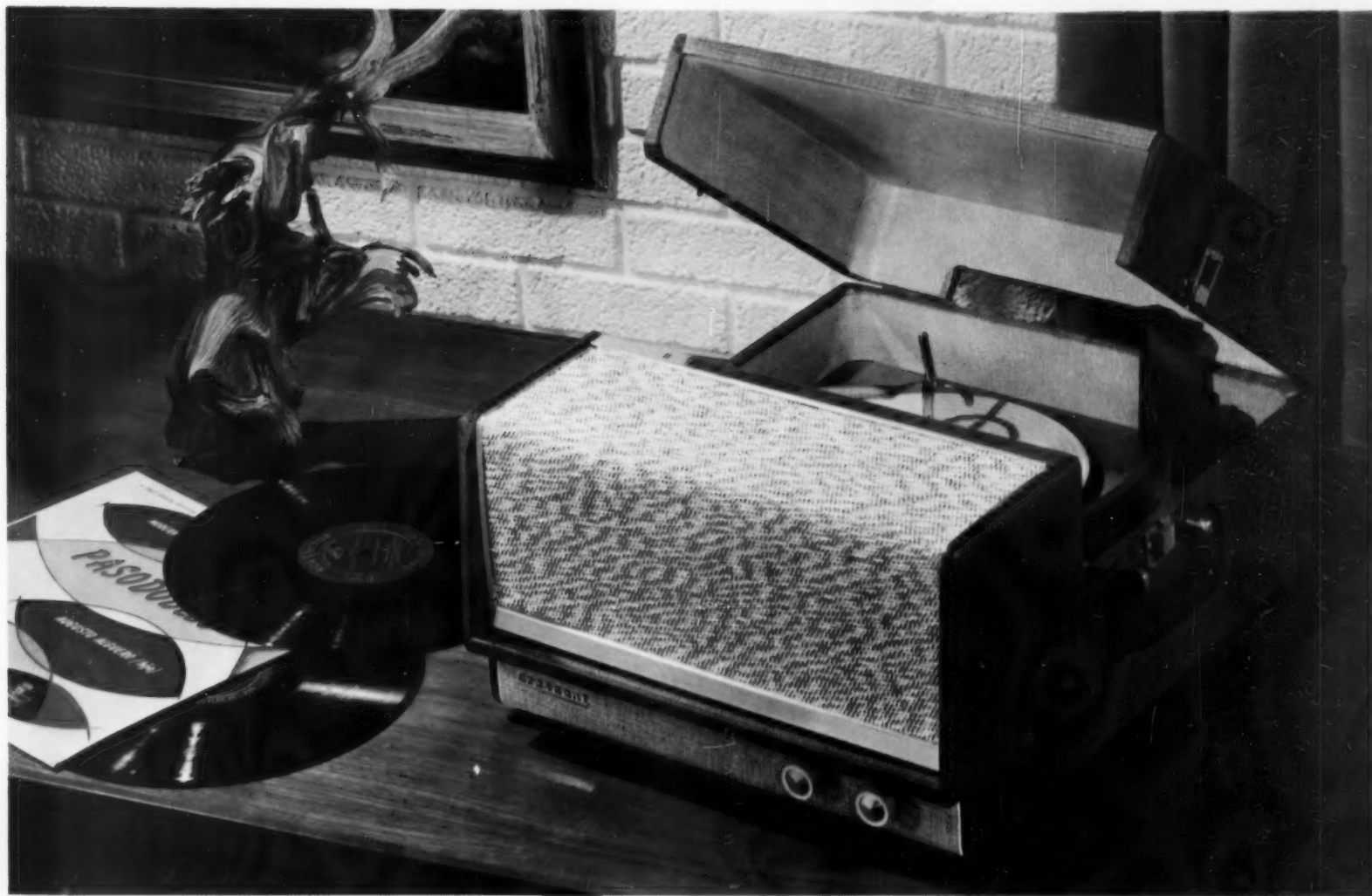
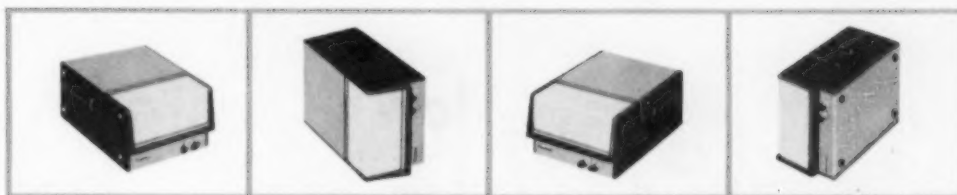


**Kord**

**MANUFACTURING COMPANY, INC.**  
4510 WHITE PLAINS ROAD • NEW YORK 70, N. Y.



FROM EVERY ANGLE...  
CRESCENT OUTSTYLES THEM ALL!



THE EYEFULL...  
THE EARFULL FOR 1956!

## CRESCENT

high fidelity phonographs

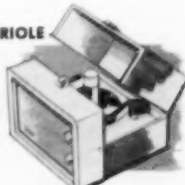
Be good to yourself in '56—go up—go fast with Crescent. Whatever you need to make that sale you have it in the Crescent line. A price leader. Sell up models. Extra profit margins. The industry's best co-op ad program. Write, phone or wire Crescent Industries, Inc., today for your top-profit franchise.



**ROBIN**  
F638 45 RPM. Top sales booster in popular 45 RPMs. Wood cabinet. Striking scarlet edge piped in staghorn beige. Alnico V speaker. Plays up to 14 records. \$35.95 List.



**PIPER**  
F637 NEW 45 RPM. Exclusive feature! Smart brass legs, speaker positioned to use table surface as sounding board. 5 1/4" hi-fi speaker. All wood cabinet. \$37.95 List.



**ORIOLE**  
F639 NEW 45 RPM. Portable. All wood cabinet covered with smart brick red and beige washable pyroxylin. Handles 14 records. Contemporary design. \$42.95 List.

## Minstrel

### CRESCENT DE LUXE PORTABLE 3-SPEED AUTOMATIC HIGH FIDELITY PHONOGRAPH

If stunning styling added to thrilling performance at a low price will sell a true hi-fi phonograph—and you know it will—then here's the beauty that will really move! Crescent's new rich-looking Minstrel has it from every angle.

Every quality high fidelity feature from its 3-speed intermix changer to its two powerful PM hi-fi speakers (6" and 5 1/4"). Every hi-fi tonal quality that would make an angel listen and smile.

All this at a price that leaves no room for sales resistance and plenty for profit. Want America's easiest-to-sell hi-fi phonograph? This is it.

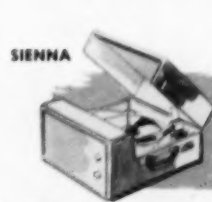
**22 High Fidelity Sales Features!** Including professional feedback circuit with super-powered amplifier. Crescent Titone cartridge. Fully automatic "last-record" shut-off. Dual sapphire stylus. All wood acoustical cabinet with smart Riviera and sky blue pyroxylin... luxurious brass trim highlights.

**\$89<sup>95</sup>**

LIST PRICE—A644



**CONTESSA**  
A640 3-SPEED PORTABLE. Makes sales when quality at budget price is required. Hi-fi amplifier, big speaker guarantee "real life" sound. Rubber turntable cover. Jeweled stylus. Covered all-wood cabinet. \$64.95 List.



**SIENNA**  
A642 HIGH FIDELITY 3-SPEED PORTABLE. Two Alnico V speakers. Hi-fi intermix 3-speed changer. Covered all-wood cabinet. A hi-fi dream at a dream of a selling price. \$79.95 List.



**SAN CARLO**  
A699 AUDIO JEWEL 3-SPEED AUTOMATIC HIGH FIDELITY. No other table model gives so many hi-fi features at this price! 22 hi-fi sales features. 3-speakers. Hand-rubbed mahogany cabinet. \$129.95 List. \$135.95 List, in blonde.

CRESCENT INDUSTRIES, INC., 5900 W. TOWHY AVE., CHICAGO 31, ILLINOIS, WORLD'S LEADING MANUFACTURER OF HIGH FIDELITY PHONOGRAPHS AND TAPE RECORDERS



THE EYEFULL...  
THE EARFULL  
FOR 1956!

## **CRESCENT** *tape recorders*

Be good to yourself in '56—go up... go fast with Crescent!  
The really complete line of phonographs and tape recorders!  
Write, call or wire Crescent Industries, Inc. about available  
profit-guaranteed franchises today!



THE PROMPTER TR670

A price leader to put  
that gleam in any  
salesman's eyes!  
Crescent's  
"micro-design" for extra compactness. Richly  
designed. Full fidelity 7½ IPS. Instantaneous torque  
braking. Professional features.  
INCLUDED: Sensitive all-climate ceramic  
microphone and extra take-up reel.

**\$9995**  
List

## **Mentor** CRESCENT 2-SPEED TAPE RECORDER

When the chips are down at the point of sale, Crescent's great new Mentor will outsell them all!

Here's why! Crescent has packed the Mentor with every "high price" feature in the book. But you sell it profitably at a low, low price!

Imagine! Both 3¾ and 7½ recording speeds. Two hours of recording time at 3¾. Instantaneous torque braking. Wow and flutter less than ½ of 1%. Full fidelity reproduction. Operates as easy as a kiddie car! Mentor's exclusive "micro-design" and award-winning styling close the sale for you. Portably perfect, it measures only 12½" x 12" x 8¾" and it's truly lightweight.

The Mentor is one excellent reason why Crescent tape recorders can build sales for you right now!

INCLUDED: Hi-fi all-climate ceramic microphone and extra take-up reel!

**18 Unbeatable Sales Features!** Including lowest cost dual track recording. Fastest forward and rewind, individually controlled. Monitoring jack. High impedance external amplifier output. Beautiful charcoal gray pyroxylin covered case.

**\$11995**  
LIST PRICE—TR672



THE DIRECTOR TR673

A brilliant 2-speed Hi-Fi Tape Recorder at a low selling price.  
"Magic Eye" Recording Level Indicator for matchless hi-fi reproduction. Instantaneous torque braking. Two 6" hi-fi speakers. 50 to 10,000 cycles. Luxurious styling is a traffic-stopper. Two toned foam green and gray.  
INCLUDED: Rugged, all-climate ceramic microphone and extra take-up reel.

**\$14995**  
List



# TRADE REPORT



R. P. HARRISON

News Editor



## FOR MARKET VISITORS . . .

... a close look at the new products displayed in the Frigidaire booth.



## ANSWERS TO THEIR QUESTIONS . . .

... in the Easy booth from advertising manager Richard Weiss, center.



## AND A LOOK AT NEW PRODUCTS

... Westinghouse displays new built-in washer and dryer.

# Chicago Market: It Had 'Em Gasping

- Record crowds flood the Windy City to give the new sales year a mighty kick-off
- Vast new advertising, promotion and selling plans match a dazzling array of new products
- Individual manufacturers forecast sales increases of five to 15 percent during the coming year; thirst for high-end merchandise noted

CHICAGO is a city used to big things, but last month's Home Furnishings Market had some seasoned veterans on the ropes and gasping.

It was not simply the dazzling array of products (it was that, too) but the vastness and completeness of manufacturers' advertising, merchandising, promotional and selling plans on the one hand and buyers' eagerness to gulp them all up at once, on the other, that left everyone gasping.

The Merchandise Mart and the Furniture Mart both reported record attendance. Traffic, in some places, resembled a subway entrance at rush hour. The sales manager of one well known white goods manufacturer said he had never seen so much buying, been asked so many questions, had such a demand put upon his time and his talents in all the years he has attended the markets.

In the home laundry field, all manufacturers seemed pleased with the amount and kind of traffic they got. Easy caused a minor sensation with its new washer-dryer combination and announced that a good part of its \$4,000,000 advertising budget will be targeted at educating the consumer in its use.

Bendix, Westinghouse and G-E all have had combinations for at least a year and all concentrate, like Easy, on the job of education, plus features like space and time saving.

The Maytag Co. offers washers and dryers in color; for traditional white, colored lights over the controls are featured. Whirlpool-Seeger uses colored lights, too, and will offer colored units as soon as details have been worked out.

In the refrigerator-freezer lines, greater emphasis now is on the com-

Market story continued on page 238

Pictures on pages 234, 235 and 236

# THE 1956 WINTER MARKETS:



**NON SMOKING OVEN** is possible with new Frigidaire range, C. J. Prshaw, center, tells Lee A. Clark, left, retiring Frigidaire advertising manager, and marketing consultant Seymour Mintz.



**NEW BUILT-IN** kitchen is skilfully demonstrated by J. Bruce Croskery, left, assistant to the vice president of Gibson, for the edification of A. G. Van Syoc of Belding, Mich.



**DEMONSTRATION** of robot tuning is given by CBS-Columbia president Henry C. Bonfig, left, for Gerald Light, advertising manager, David Hopkins, director of distribution and Norman Owens, vice president of sales.



**PAUSING** at the Westinghouse display are, left to right, D. B. Marcus, Marcus Furniture Co., Laurel, Miss., J. M. Deason, manager Moore-Handley Hardware, Birmingham, R. G. Sargent, manager, Westinghouse appliance div., Mrs. Marcus.



**READY** to show the latest in Motorola products are Charles W. Markham, left, national accounts manager, and Robert S. Saichek, sales promotion manager.



**CONTEST WINNER** Ed Hinmon, left, Detroit distributor, who won a Paris trip and a new suit from Lewyt, visits Walter Daily, vice president of Lewyt.



**DISTINCTIVE** keynote of the 1956 Gray & Dudley electric range is the new aluminum backguard, according to John M. Walsh of that company.



# Big, Active and Optimistic



**PRACTICING** a pitch are, left to right, W. A. McDonough, v.p., home appliances, Crosley-Bendix, J. G. Koontz, general manager of Crosley distributing, Chicago, Mrs. Parker H. Erickson, and her husband, v.p. of Avco.



**IN BOOTH** of Blackstone, John Wicht, center, extends greetings to Basil C. Karcher, who is a member of Joe Thiele Distributors located in San Antonio, Texas.



**SHOWING** the new Amana built-ins Jack Rishel, center, general sales manager. Left is Don W. Davis and right is Dave C. Cunningham. Both are officials of Major Appliances Co., Miami, Jacksonville and Tampa.



**FEATURE ATTRACTION** at the American Kitchens space is a portable dishwasher. Left to right are C. Fred Hastings, general sales manager, W. Klee Grumbine, and Dick Van Zandt of Van Zandt Supply Co., Huntington, W. Va.



**NEW VORNADO** unit is checked by Charles Conturba, left, manager, Sampson Co., Chicago, Fred Ricketts, center, Vornado, and Ed Denke, right, of Sampson Co.



**SPINNING** a record on the Webcor \$275 inter-mixer changer is W. H. Dean, right, product manager. Left is Adolph Wolf, Webcor general manager.



**REFRIGERATOR**, with or without freezer, is shown by J. H. Obermeyer, left, vice president of Revco, to Lee M. Dygert, Dygert Distributors, Grand Rapids, Mich.

# At Chicago...The Year Ahead Looks Good



**PRESIDENT** John Sharp of Hotpoint, right, shows the company's shining new refrigerator line to a group of interested prospects at the annual Chicago winter markets.



**POINTING** out new sales features to Joe Hutter, sales manager, builder division, Mainline Distributors, Chicago, is Kelly Reynolds, manager of sales for the kitchen division of Republic Steel Corp.



**TELEVISION** demonstration is presented by W. G. Young, left, Capehart general sales manager, for W. Lowell Wood, Rogers & Wood Co., Los Angeles.



**FLASHING HIS CARD** is Edwin A. Hamala, right, new sales manager for Air-Way Industries. J. A. Joseph, left, is regional manager for Clements Mfg. Co.



**EXAMINING** ad layout are A. L. McCarthy, sales manager of Eureka-Williams, and distributor Charles Martin from Atlanta, Ga.



**PROUD** of their new showroom are RCA-Whirlpool men John M. Crouse, left, general manager laundry division, and vice president John A. Hurley, right. Bob Litchfield, Graybar Electric, N. Y. in center.



**DEMONSTRATING** the new "Tri-Level" refrigerator is Norge sales vice president R. C. Connell, left. Interested party is E. J. Straus, executive vice president and general manager, Mayflower Sales Co., St. Louis.



**TWIN BUILT-IN** ovens are shown by Norris-Thermador Corporation's general sales manager F. A. Ballman, left, to A. E. Schwarz, representing Ebasco Services, Inc.



For Even Bigger Retail Sales This Spring

# REGINA

delivers the **1-2** punch...

The biggest, broadest, most intensive consumer advertising program in Regina history



**REGINA** *Electrikbroom*

Nothing like it. The light-weight vacuum used daily in thousands of homes, hotels and motels coast to coast.

**REGINA** *Twin-Brush Polisher and Scrubber*

Without question, America's No. 1 polisher. First in popularity and performance—famous for years of trouble-free service.



**1** Big-space color ads hit 15 top-flight magazines



**2** Regina delivers the Sunday Punch to 35 major trading areas with full-page color advertising in **THIS WEEK**

... the Sunday newspaper magazine with national coverage, tremendous local impact.

- **STARTS EARLIER**  
hits the stands February 20
- **LASTS LONGER**  
keeps building through June
- **BIGGEST CIRCULATION EVER**  
more than 40,000,000

Regina Model A 16-inch Twin-Brush Floor Machine will be featured in big ads in five institutional publications—circulation over 190,000.

**FREE DEALER HELPS!** Newspaper mat service. Displays • Envelope stuffers • Radio commercials • TV commercials • Give-away booklets.



**GET OFF TO A  
FAST START...  
MAIL COUPON  
NOW!**

THE REGINA CORP., Rahway 11, N. J.  
I am interested in the ☐ Model TS Polisher and Scrubber ☐ Electrikbroom  
☐ Model A Floor Machine.  
Please send me:  
☐ Name and address of distributor for my territory.  
☐ REGINA dealer helps.  
STORE NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_  
SIGNED \_\_\_\_\_  
In Canada: Switson Industries, Ltd., Welland, Ontario

## 1 NATIONAL ADVERTISING

LIFE  
BETTER HOMES & GARDENS  
AMERICAN HOME  
GOOD HOUSEKEEPING  
McCALL'S  
LIVING FOR YOUNG  
HOMEMAKERS  
HOUSE & GARDEN  
HOUSE BEAUTIFUL  
SUNSET  
SMALL HOMES GUIDE  
HOME MODERNIZING  
HOUSE & GARDEN'S  
BOOK OF BUILDING  
HOUSE BEAUTIFUL'S  
BUILDING MANUAL  
HOUSE BEAUTIFUL'S  
GUIDE FOR THE BRIDE  
plus  
"SHOW HOUSE" feature in  
SATURDAY EVENING POST  
and LIVING FOR YOUNG  
HOMEMAKERS

## 2 LOCAL ADVERTISING in This Week

BALTIMORE Sun  
BIRMINGHAM News  
BOSTON Herald  
CHARLOTTE Observer  
\*CHICAGO Daily News  
CINCINNATI Enquirer  
CLEVELAND Plain Dealer  
DALLAS News  
DES MOINES Register  
DETROIT News  
HOUSTON Post  
INDIANAPOLIS Star  
JACKSONVILLE Florida  
Times-Union  
LOS ANGELES Times  
MEMPHIS Commercial  
Appeal  
MIAMI News  
MILWAUKEE Journal  
MINNEAPOLIS Tribune  
NEW ORLEANS Times-  
Picayune and States  
NEW YORK Herald Tribune  
NORFOLK (& Portsmouth)  
Virginian-Pilot & Star  
PHILADELPHIA Bulletin  
PHOENIX (Ariz.) Republic  
PITTSBURGH Press  
PORTLAND Oregon Journal  
PROVIDENCE Journal  
RICHMOND Times-Dispatch  
ROCHESTER (N.Y.)  
Democrat & Chronicle  
ST. LOUIS Globe-Democrat  
SALT LAKE Tribune  
SAN ANTONIO Express  
SAN FRANCISCO Chronicle  
SPOKANE Spokesman-Review  
WASHINGTON (D.C.) Star  
WICHITA Eagle  
\*Distributed Saturday

## Chicago Markets

(CONTINUED FROM PAGE 223)

bination units. Both Amana and Maytag have combos as does Manitowoc. Kelvinator, of course, has its king-sized Fooderama. Norge has a three-in-one unit that has the refrigerator at the top, ice cube compartment in the middle and freezer space at the bottom.

While built-ins appeared to have gained in popularity, one of the most talked about showpieces was the Amana twin refrigerator and freezer which can be installed side-by-side, as shown by Amana, or placed in separate locations.

In ranges, Gibson featured its new verti-broiler, opposing heating elements which broil both sides of meat at once and can be adjusted to whatever proximity the cook desires. Philco showed an up and down or "elevator" oven that raises or lowers at the touch of a button. Idea, obviously, is to place the oven at just the right height for the user, lower it to use the top as a work area when not operating.

Tappan, G-E and Hotpoint all showed electronic ovens but, a little like color television, the price (over \$1,000) is out of the reach of the average consumer. Hotpoint also featured a nine-foot modular unit with stainless steel top incorporating six appliances.

American Kitchens showed a portable, roll-around dishwasher finished in a bronze tone. Kitchen Aid had a stack-on dishwasher and built-ins, generally, showed more flexibility for kitchen planning than ever before.

Built-in appliances got much more talk—more realistic talk—this year than last. Manufacturers, distributors and dealers alike have had some, at least, experience with them and better, more complete merchandising plans are forming plus many new ideas and displays of built-ins at work.

Perhaps the company that received the most bouquets was Westinghouse. Despite a crippling strike that has brought Westinghouse's production to a grinding halt, the company conducted "business as usual" in its elaborate display space and its many-hued kitchens were viewed by thousands. Company executives cheerfully grinned when asked if their display represented the company's full inventory, and sold product features and merchandising plans with the same enthusiasm as did competitors.

Traffic in most radio-TV-phonograph spaces was slower and more spotty than in the white goods or major appliance areas. Most talked-about were portable TV sets, remote controls for television, transistor radios and phonographs and portable radios.

Aside from portables, industry spokesmen generally agreed there's a trend away from low-end merchandise and more concentration on high-end. Color TV, for the most part, was

## Red Grange

mows with a **HOMKO**  
POWER LAWN MOWER

Red Grange, football's immortal "Galloping Ghost," mows his lawn carpet-smooth with the self-propelled Homko Caretaker, Model XP-160. This 20" trimmer-type rotary is powered by a 2½ h.p., 4-cycle Briggs & Stratton gas engine with recoil starter, and priced for big volume sales.



Join the appliance distributors and dealers who are adding up big power mower profits with Homko, America's finest and most complete line of lawn equipment.



Contact your own distributor today or write direct for full information.



**Western Tool and Stamping Co.**

the world's largest producer of power lawn mowers  
Dept. EM-1, 2725 Second Avenue • Des Moines 13, Iowa

## Bob Feller

mows with a **HOMKO**  
POWER LAWN MOWER

Bob Feller, Cleveland Indian pitching star, likes the ease and dependability of the lightweight Homko Firebird, Model JK-50. This 18" rotary is an outstanding buy in price and performance. Mows, trims... perfect in size and utility for almost every lawn. Powered by Briggs & Stratton gas engine with recoil starter.



There's a Homko Power Mower for every lawn... reel-type and rotary models... gas and electric... walking, riding and self-propelled. 18" to 30" cutting widths.

Contact your own distributor today or write direct for full information.



**Western Tool and Stamping Co.**

the world's largest producer of power lawn mowers  
Dept. EM-1, 2725 Second Avenue • Des Moines 13, Iowa

looked at but not bought. Most people still feel its not yet ripe for any kind of mass selling although isolated dealers (and some of them small ones) told happily of selling eight to 15 sets in 1955 and an expectation of doing still better this year.

Individual manufacturers forecast sales this year from five percent to 15 percent ahead of 1955 with an average of about six percent for the industry. Distributors and dealers were equally optimistic although, as one large midwest dealer said, "We're going to have to work harder to beat last year."

## Dealers Optimistic

Most appliance retailers think early 1956 will be as good or better than 1955, according to the latest dealer panel study of the Women's Home Companion.

The study of 193 dealers revealed that 50 percent expect the first six months of 1956 to top the first half of 1955. Some 36 percent said it would be about the same while 14 percent predicted a downturn.

Asked what appliances would top their 1955 performance, 40 percent said dryers, 38 percent said washers, 23 percent said TV sets, and 20 percent said refrigerators.

The report showed that the average dealer had 164 prospects through

his store each week—of which 70 percent were female and 30 percent were male. About 25 percent of the total ended up buying something.

## Marketing Briefs

• Kelvinator reported sales for December were 33 percent higher than the same month the previous year. Walter Jeffrey, vice president of sales, said it was the eleventh consecutive month in which sales were above the comparable 1954 period.

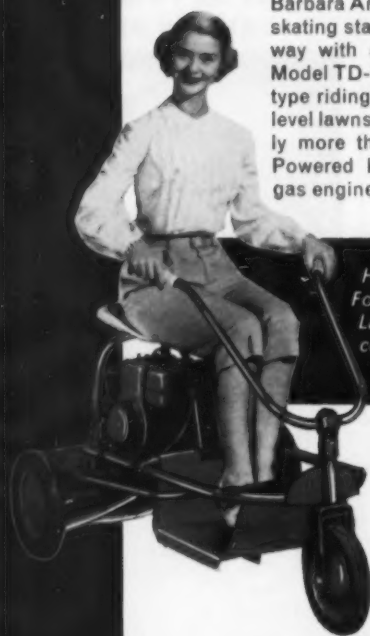
• Eureka Williams' vacuum cleaner sales in 1955 were higher than during any previous year, according to A. L. McCarthy, sales vice president. Eureka volume surged 32 percent ahead of 1954 sales.

• Motorola reported phonograph sales increased 215 percent during 1955. J. B. "Kip" Anger, home and car radio sales manager, said the increase was sparked by the high end console and the low-priced kiddie phonograph.

• The EEI Heat Pump survey revealed that there were 2622 installations in operation at the beginning of last year, according to 129 utilities. The South Atlantic led with 1240 installations. Others were: Pacific, 510; West South Central, 345; East South



**Barbara Ann Scott**  
mows with a **HOMKO**  
POWER LAWN MOWER



Barbara Ann Scott, champion ice skating star, mows the fast, easy way with a Homko Billy Goat, Model TD-170. This new 24" reel-type riding mower is ideal for all level lawns and costs only slightly more than a walking model. Powered by Briggs & Stratton gas engine with recoil starter.

*Homko also gives you All-Purpose Fold-Away Lawn Sweepers and the Lawn Scout Electric Trimmer that converts to an Edger, to add a selling plus to your selling program.*

Contact your own distributor today or write direct for full information.



**Western Tool and Stamping Co.**  
the world's largest producer of power lawn mowers  
Dept. EM-1, 2725 Second Avenue • Des Moines 13, Iowa

move provides Paragon with room to expand its timer business.

**United States Air Conditioning Corp.** has contracted to buy all outstanding stock of Jordon Refrigerator Co. of Philadelphia. David E. Feinberg, president of usAIRco, said no changes in personnel or operation were planned for the Jordon firm, which will become a subsidiary of usAIRco.

**American Radiator and Standard Sanitary Corp.** will merge with Mullins Mfg. Corp., producer of Youngstown Kitchens. Mullins will become the Youngstown Kitchen division of American-Standard. Mullins owns and operates six plants and distributes its kitchen products through approximately 85 distributors in the U. S. and Canada.

**Eureka-Williams Co.** has sold its assets pertaining to an electric sink-type food waste disposer to the plumb equipment division of the National Rubber Machinery Co., Akron, O., maker of the "National" disposer.

**Automatic Washer Co.** has passed into the control of a group headed by Douglas McGregor, president of the Pierce Governor Co., Anderson, Ind. McGregor said the purchase, for a reported one million dollars, will not mean changes in management or policies of the company. Charles E. King, who won control of the company in a proxy fight last spring, will remain chairman of the board.

**The Hallicrafters Co.** of Chicago has been purchased by the Penn-Texas

Corp., according to William J. Halligan, president of Hallicrafters.

L. D. Silberstein, chairman and president of Penn-Texas, indicated that no change of management was planned for the Chicago firm. Net sales for Hallicrafters in the fiscal year ending August 31, 1955, were over \$25 million. Net income was \$406,146. The company employs more than 1,000 workers in two Chicago plants.

## Patents Available

The U.S. Department of Commerce recently urged the nation's businessmen and manufacturers to make greater use of the "Index of Patented Inventions."

This index contains brief descriptions of over 21,000 inventions, approximately 5,000 of which are Government-owned and available without payment of royalties. The other 16,000 inventions have been licensed to one of the Federal Agencies and can be obtained on a license basis from the inventor or present owner of the patent.

For the particular advantage of small manufacturers, seven pamphlets have been issued listing by industry classification the 5,000 Government-owned inventions. These patent abstracts are available at nominal cost in any of the 33 Department of Commerce Field Offices, or the Office of Technical Services of the Department in Washington.

Central, 213; East North Central, 147; Middle Atlantic, 58; Mountain, 56; West North Central, 35 and New England, 1.

• **Kelvinator** has announced a free floor plan with no down payment for room air conditioners to dealers to June 1, 1956. Sales planning manager W. G. Kronauge said, "With this plan we are putting dealers in a position to do business in advance of the season without tying up their working capital in inventory." The plan covers all Leonard and Kelvinator shipments through April.

• **Canada's** first electrical appliance sales marathon—a continuous 77-hour sale at Bestway TV & Appliances, Toronto—proved highly successful, attracting widespread attention among dealers. Sales reportedly jumped 200 percent in this period.

• **Farm buying intentions** for 1956 are up on dryers and down slightly on freezers and washing machines, according to a survey of midwest subscribers by *The Farmer* magazine. Dryer buying intentions jumped from 6.7 percent in 1955 to 8.5 in 1956, while freezer purchasing plans dropped from 11.9 to 10 percent and washer plans slipped from 11.1 to 11 percent.

• **A store modernization Basic Guide** is now available to appliance dealers from the Store Modernization In-

stitute for \$10. The kit, obtainable from the Institute, at 5 Middlesex Rd., Darien, Conn., contains a systematic approach to store remodeling.

• **Westinghouse** has announced a five-year warranty on all electric fans, according to C. E. Anderson, manager of the fan department. The plan covers all Westinghouse fans shipped after August 1, 1955, Anderson said.

• **General Time Corp.** has combined the sales forces of its Seth Thomas and Westclox divisions to secure wider distribution and better service, according to H. J. Wagner, vice president and director of sales. Effective Jan. 9, all Seth Thomas watches were taken off fair trade. The Seth Thomas clocks, however, remain under the pricing system.

## Mergers Emerge

The trend towards mergers continued last month in the industry with six reports of sales or consolidations.

The **Silex Co.** announced the acquisition of all inventories, patents, designs and tooling of the Paragon Electric Co.'s line of "Elec-Trivets." The Chicago Electric division of Silex will manufacture the trivet line without interruption, according to Adam Hepp, sales manager. The

## Gene Sarazen

mows with a **HOMKO**  
POWER LAWN MOWER



Gene Sarazen, PGA golf pro, gets first try at America's first 22" rotary... the new Homko Bearcat, Model RF-22. This heavy duty mower is specially designed for mowing and trimming larger lawns. Powered by a 2 1/4 h.p., 4-cycle Briggs & Stratton gas engine with recoil starter.

*Backed by the endorsement of world-famous personalities, Homko will be pre-sold to more than 40,000,000 consumers in the industry's greatest national advertising campaign ever!*



Contact your own distributor today or write direct for full information.



**Western Tool and Stamping Co.**  
the world's largest producer of power lawn mowers  
Dept. EM-1, 2725 Second Avenue • Des Moines 13, Iowa



## TALK-A-PHONE Super Chief

The Automation Intercom System with the "Built-in Brain" featuring

- BUILT-IN AUTOMATION
- MULTI-MAGIC SELECTOR
- AUTOMATIC TRAFFIC CONTROL
- CONFERENCE CONTROL
- AUTOMATIC REPLY
- AUTOMATIC MONITORING SIGNAL

Proven Greater Customer Satisfaction—Greater Sales and Greater Profits for Jobber and Dealer.

TALK-A-PHONE has an intercom for every need, from a 2-station system to 100 stations.

For complete literature and details write . . .

**TALK-A-PHONE CO.**

Dept. EM-2 • 1512 S. Pulaski Rd., Chicago 23, Ill.

## The PROMOTION that MOVES the GOODS

MOVED CARLOADS OF MERCHANDISE FOR

**Whirlpool**



Want the facts on a fabulous success story? Want to know how DINNERWARE by STETSON is moving "big-ticket" merchandise at the dealer, distributor and manufacturers levels for Whirlpool?

You'll be amazed! And you can put the facts to work for you!

GET THE FACTS TODAY—ABOUT THE MOST SUCCESSFUL TIE-IN PROMOTION EVER USED BY WHIRLPOOL!

WRITE DIRECT TO—George Seibert, Sales Promotion Manager

**Stetson China Co., LINCOLN, ILL.**  
America's largest and most modern dinnerware manufacturer

## NEW folding platform attachment fits all YEATS dollies

carries TV models & chassis ends back breaking lifting & lugging!



Attached instantly, this ingenious new aid to TV and radio repairmen ends second story service problems when removing TV table models or chassis. With this new attachment, YEATS dolly users can use the dolly for chassis and table models as well as consoles . . . enjoy all the famous YEATS handling conveniences: 30 second strap ratchet fastening, caterpillar step glide and on-a-dime turning. Folding Platform is 13 1/2" x 24", priced at \$9.95. Call your YEATS dealer today!

YEATS "Everlast" COVERS & PADS

Washer Cover



Furniture Pad

SEND postcard for full information on our complete line TODAY!

**YEATS appliance dolly sales co.**  
2127 N. 12th St. Milwaukee 5, Wis.

## SCHEDULED MEETINGS

### WESTERN WINTER RADIO-TV & APPLIANCE MARKET

Western Merchandise Mart  
San Francisco, Calif.  
February 6-10

### HIGH FIDELITY MUSIC SHOW

Alexandria Hotel,  
Los Angeles, Calif.  
February 8-11

### STEEL KITCHEN CABINET MFG. ASSN.

Waldorf-Astoria Hotel,  
New York City  
February 9-10

### 12TH ANNUAL NATIONAL ADEQUATE WIRING CONFERENCE

LaSalle Hotel  
Chicago, Ill.  
February 23-24

### NATIONAL ELECTRICAL MANUFACTURERS ASSOCIATION

Edgewater Beach Hotel  
Chicago, Ill.  
March 12-16

### RADIO-ELECTRONICS-TELEVISION MFG. ASSN.

Quarterly Conference  
Biltmore Hotel  
New York City  
March 13-15

## NEMA Group Lauded

A George Schulz Memorial Safety Award has been presented to the household refrigerator and freezer section of NEMA for the "outstanding contribution" of the discarded refrigerator-freezer campaign.

R. D. Hollingsworth, international safety committee chairman of the Refrigeration Service Engineers' Society, presented the plaque to H. W. Schaefer, vice president of Philco Corp., at recent banquet.

In a new move last month, the NEMA group released a proposed nine-point program for the elimination of the "death-trap" hazard. The suggested performance criteria has been worked out in cooperation with the National Bureau of Standards.

## Steel Symbol



MEMBERS of the Steel Kitchen Cabinet Manufacturers Association will display this approved, identifying symbol. The insignia was designed under the direction of E. E. Bang of Republic Steel Kitchens and was approved by SKCMA at its October meeting in Chicago.

## CELINA TUBS

FOR

- GREATER WASHER SALES
- SPECIAL PROMOTIONS
- GREATER PROFITS



Automatic and Conventional Washer sales soar—when dealers offer special promotions featuring profit-building CELINA Portable Tubs.

CELINA Single Tubs are ideal for tie-in promotions with automatic washers equipped with Suds-Saver—CELINA Twin Tubs for conventional washer promotions.

Feature CELINA Portable Tubs for welcome extra profits. Furnished in Single or Twin models, with or without covers. Tubs packed nested 3 in carton to save freight and storage space. Tubs and covers packed separately—also priced separately.

Dealer and jobber inquiries invited.

See CELINA First for the Finest!

THE CELINA MANUFACTURING CO.  
CELINA, OHIO

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Be sure to notify us at once, so future copies of **ELECTRICAL MERCHANDISING** will be delivered promptly.

Also make certain you have advised your local Post Master of your new address so other important mail doesn't go astray.

Both the Post Office and we will thank you for your thoughtfulness. Mail the information below to: Subscription Dept., **ELECTRICAL MERCHANDISING**, 330 W. 42nd St., New York 36, N. Y.

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**ELECTRICAL MERCHANDISING**  
330 W. 42nd St. N. Y. 36, N. Y.



El "regalo del misterio" hará subir fantásticamente  
las ventas de los aparatos Carrier!\*

\*The "Mystery Gift" will skyrocket Carrier sales!



## Dave Garroway hears the news about the "Mystery Gift"

**Sultry señorita tells star of NBC-TV's "Today" why sales  
of Carrier International Room Air Conditioners will zoom**

What's the "Mystery Gift"? An ingenious little item that will whip up sales of new Carrier International Room Air Conditioners.

We can't tell you yet exactly what it is or what it does but we'll say this much: The "Mystery Gift" is a precision electrical instrument that gives the homeowner even more service from his Carrier Room Air Conditioner.

The "Mystery Gift" will be given free for a limited time with every Carrier International Room Air Conditioner.

But it's just one of the surprises we've got

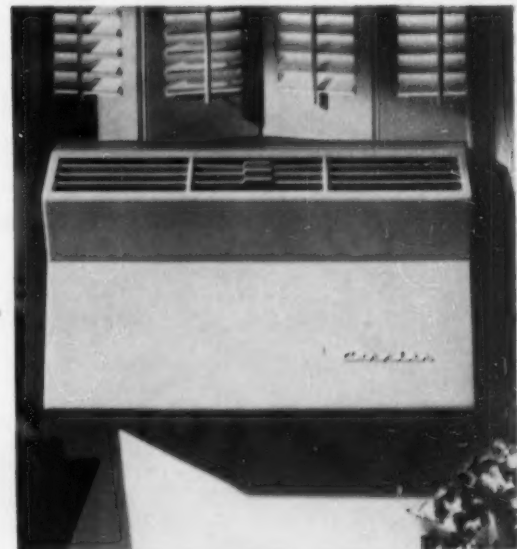
ready to make you rich. When you carry Carrier you've got two TV super-salesmen working for you—Dave Garroway of "Today" and Arlene Francis of the "Home" show. Plus a thunderous barrage of national magazine advertising. Plus an incentive plan to lift your salesmen into high-income brackets and display units that help the new Carrier International Room Air Conditioners to sell themselves.

Like to get in on a good thing? This is it. Yessir—it's time to call Carrier!

Carrier Corporation, Syracuse, New York.



first name in air conditioning

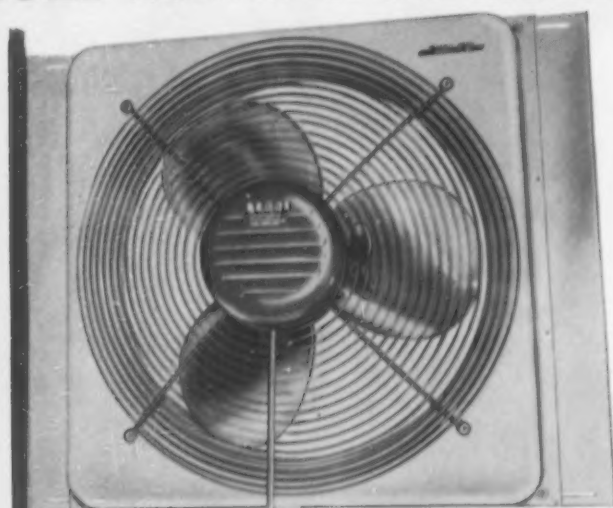


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by **NATIONAL**  
are creating terrific

## IMPACT

on your customers all over America  
because they offer  
**MORE** features for the **MONEY**



Now! Beauty plus "push-button" control  
in a reversible 20" blade window fan.

ADVERTISED IN  
**LIFE**

Model TR-20P... in a beautiful two-tone green case, flush with the window, that actually adds to the beauty of a room. Electrically reversible. Hi-Low forward and Hi-Low reverse. 3300 CFM exhaust, 2700 CFM intake... NEMA. Adjustable side panels fit windows 21 to 37 inches wide. Size 27" wide, 26" high, 7 1/2" deep.

**MODEL TR-20**  
Two-tone green.  
Hi-Low forward  
and Hi-Low  
reverse.  
20" blade.  
3300 CFM ex-  
haust, 2700  
CFM intake.

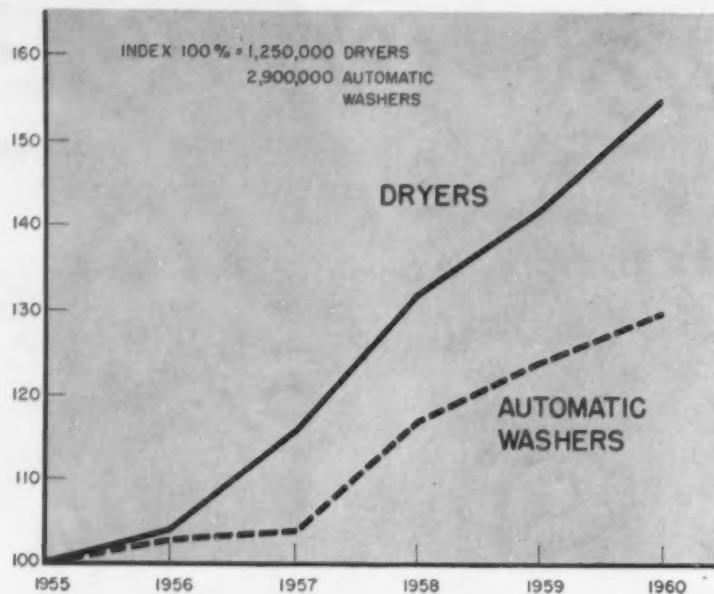


**MODEL TW-20**  
Two-tone green.  
20" blade with  
powerful 2-  
speed motor.  
Moves 3200  
cubic feet of  
air per minute.

## National Engineering

& MANUFACTURING, INC. • SALES DIVISION • SEDALIA, MISSOURI

MAIL coupon on opposite page ... →



THE UPWARD TREND will be paced by dryers and backstopped by washers.

## Laundry Volume: Going Up

The industry predicts a two percent increase in 1956 and steady gains in the future; by 1960, annual volume will hit 4,450,000 washers and 1,938,000 dryers

On the heels of its most dramatic production year in history, the home laundry industry is predicting continued growth this year and in the future.

Production in 1955 was nearly one-third higher than in 1954 and 14 percent above the previous peak year, 1950, according to Guenther Baumgart, executive director of the American Home Laundry Manufacturers' Association. Despite this record production, a survey of VCMA members indicates that the industry expects further gains through 1960.

At the time of the survey, total factory sales for 1955 were expected to reach 5,300,000 units. Based on this level for 1955, the industry's expectations for the next five years are:

Year	Median Forecast	Percent of 1955
1955	5,300,000	100%
1956	5,450,000	102%
1957	5,560,000	105%
1958	5,903,000	112%
1959	6,170,000	116%
1960	6,478,000	122%

The forecast indicates an increase of two percent for 1956 over the record 1955 level. Broken down to individual appliances, the gains would be three percent for washers and a four percent for dryers. Ironers are expected to drop somewhat.

The industry's study of the future reveals these median forecasts for washers:

Year	Total Washers	Automatic and Semi-automatic	Wringer and Spinner
1955	3,935,000	2,900,000	1,100,000
1956	4,030,000	3,000,000	1,015,000
1957	4,041,000	3,163,000	908,000
1958	4,122,000	3,400,000	820,000
1959	4,250,000	3,600,000	801,000
1960	4,450,000	3,800,000	725,000

The automatic and wringer estimates do not necessarily add to the total for each year since the figures are median averages of the individual forecasts. During the next five years, the shift will be towards automatic washers. Whereas the 1955 break-down was 73 percent automatic and 27 percent non-automatic, the 1960 volume will be 87 percent automatic and 13 percent non-automatic.

In 1955, dryer sales not only broke through the million unit mark, but went over one-third of the way toward a second million. The forecast for the next five years looks like this:

Year	Total Dryers	Electric Dryers	Gas Dryers
1955	1,250,000	912,000	330,000
1956	1,300,000	981,000	335,000
1957	1,445,000	1,071,000	370,000
1958	1,650,000	1,238,000	430,000
1959	1,780,000	1,400,000	450,000
1960	1,938,000	1,500,000	480,000

While admitting a downward trend in ironers, the laundry manufacturers believe that the appliance will begin to gain by the end of the coming five year period. They foresee a drop in 1956 to 75,000 from last year's 85,000.

However, in 1957, volume will climb to 78,000. In 1958, it will be 86,000; in 1959, 92,000; and by 1960, it will hit 98,000.

**Factors ahead.** The industry saw 15 factors which accounted for the record 1955 output. Among the drives were high employment and earnings, population growths, new family formations, larger families and the disappearance of domestic help plus industry factors like better appliances, distribution and promotion.



# Forecast: A Good Year Ahead

Industry leaders predict gains for electronic-appliance business in 1956, topping even the records of last year's boom

Manufacturers and industry experts are looking at 1956 with an optimistic glint in their eye. They think the year will surpass even the robust 1955.

**RETMA's Hoffman.** Even television probably will approach 1955 sales volume, with the dollar count even higher than last year, according to H. Leslie Hoffman, president of RETMA. In his year-end statement, Hoffman said, "The year 1955 has been one of record production and sales. . . . All indications point to an equally successful year in 1956."

He added, however, that "rising costs and increasingly intense competition will demand the utmost efficiency in manufacturing and merchandising operations and imaginative and aggressive salesmanship."

Nevertheless, Hoffman said, "The outlook for 1956 as it concerns our industry is bright. Radio and television sales are normally good in an election year. They should be even better in 1956 because of the general prosperity and growing attractions on the air."

"Sales of black and white TV sets should reach 7,300,000 or more . . . about 250,000 or more color receivers are expected to be manufactured and sold, bringing total TV receiver sales close to the 1955 record with probably a higher dollar value. The market for radios, particularly auto sets and portables, is expected to continue strong with transistor types providing a new stimulant."

**NEMA's Miller.** "The electrical manufacturing industry in 1956 expects to surpass the record-breaking output of 1955 by 7.5 percent," according to Joseph F. Miller, managing director of NEMA. He said total dollar shipments amounted to \$17.4 billion in 1955 and this year will reach \$18.7 billion.

"In the appliance field alone," he said, "the industry shipped a record \$4.5 billion in 1955." This year appliances will climb to "a new peak total of \$4.8 billion, or six percent higher than the 1955 consumption."

**G-E's Dr. Baker.** "We have every confidence that the electronics industry will more than equal 1955's record activity," according to Dr. W. R. G. Baker, vice president of General Electric and general manager of the electronics division.

Among the reasons for optimism, Dr. Baker sees:

1.) There will be a growth of television broadcasting in smaller markets. Sixty-five new TV stations are expected to go on the air in 1956, bringing the total to 535. More than half of these will be able to transmit color.

2.) New advances will be made in color reception. Industry retail sales of color television receivers should total approximately 150,000 in 1956.

3.) Sales of monochrome television sets are expected to total 7,100,000

during the coming sales year.

4.) The steady impact of clock and portable radios will help offset a regressive movement in the table-model market. We expect that the industry will sell 7,000,000 home and portable radios in 1956.

The G-E executive said the company had notable success with its 14-inch portable and while the industry increased eight percent during 1955, General Electric advanced 50 percent. For radios, G-E recorded a 20 percent increase while the rest of the industry climbed 11 percent, he said.

**Kelvinator's Chapman.** "More major electric appliances will be sold in 1956 than in any previous year, and 1957 will be even better," according to B. A. Chapman, vice president and general manager of the Kelvinator Division, American Motors Corp.

"The 1956 model year is starting strongly, and although it should taper down to 1955 levels about mid-year, the long-run trend will be up from 1957 on," he said. He added that sales in 1956 will reach 15,755,000 units on major appliances—refrigerators, freezers, ranges, home laundry equipment, water heaters, and air conditioners. This will top 1955 by six percent and exceed 1950, the previous all-time record.

"For 1956 as always there will be some trouble-spots," Chapman said, "but the general picture is good." He predicted, "Consumer spending on cars will drop in 1956, but more money will be available for appliances and other durable goods."

Chapman said home laundry equipment would lead all other appliances in 1956. Automatic washer volume will reach 3,450,000, he said. Other estimates were: refrigerators, 4,300,000; electric ranges, including built-ins, 1,700,000; clothes dryers, 1,600,000; room air conditioners, 1,450,000; freezers, 1,750,000; conventional washers, 1,100,000; water heaters 900,000; and ironers, 80,000.

**Sylvania's Mitchell.** The electronics industry will attain sales of approximately \$10.8 billion in 1956—nearly a billion dollars greater than the 1955 volume—according to Don G. Mitchell, chairman and president of Sylvania Electric Products Inc.

He estimated the volume would exceed \$15.6 billion by 1960 and \$22 billion by 1965. Television, in 1956, will sell about 7,500,000 sets, including about 200,000 color receivers. This is down slightly from 1955's 7,600,000 sales, but factory value will be around the billion dollar mark.

Mitchell said sales of monochrome and color sets will reach 9.6 million in 1960 with dollar volume at \$1.5 billion. In 1965, probably 11.6 million sets will be sold, at a factory price level of nearly \$2 billion.

Turning to radio, Mitchell predicted

## ChillAir FANS

by **NATIONAL**

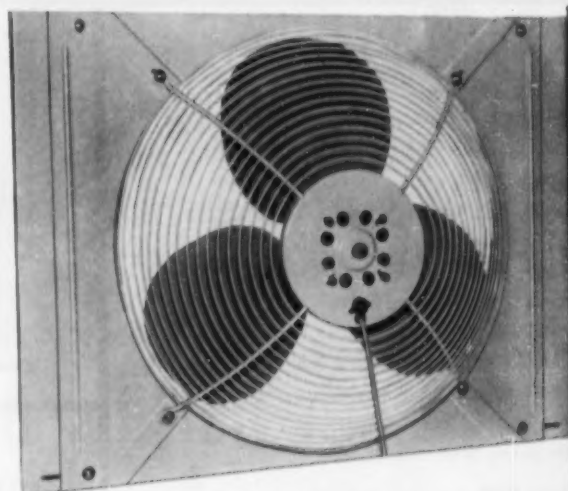
are creating terrific

# PROFITS

for dealers all over America

because they offer

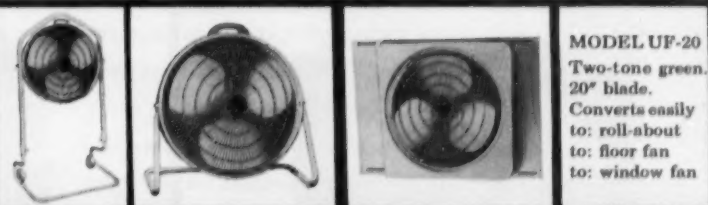
**MORE features for the MONEY**



ADVERTISED IN  
**LIFE**

Here's a sure-fire seller in a 20" blade window fan that's impulse reversible.

Model RX-20 . . . delivers 3,200 cubic feet of air per minute. Handsome baked-enamel finish in two-tone green offers compelling sales appeal. Powerful two-speed motor has all-metal, finger-proof safety guard. Hi-Low, off-on switch . . . and it's impulse reversible. Size 27" wide, 26" high and 7½" deep with adjustable side panels.



**MODEL UF-20**  
Two-tone green.  
20" blade.  
Converts easily  
to: roll-about  
to: floor fan  
to: window fan

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I am interested in further information on CHILL-AIR FANS. DEALER AND DISTRIBUTOR INQUIRY INVITED. ☐ I AM A DEALER. ☐ I AM A DISTRIBUTOR.

NAME \_\_\_\_\_ STORE NAME \_\_\_\_\_

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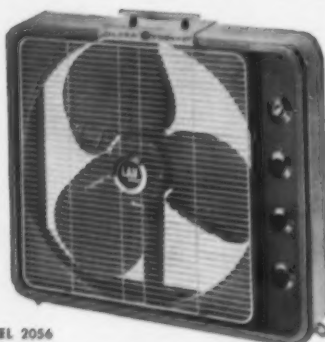
E-56



## brings You the FAN LINE for '56



MODEL 1256-T

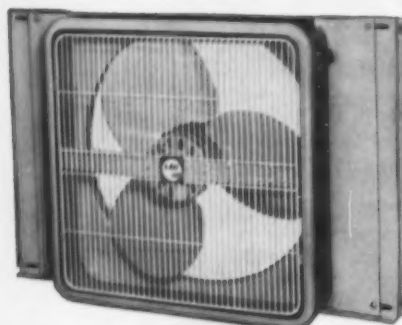


MODEL 2056

**OUTSTANDING . . .** in every respect, LAU Fans for '56 are destined to again be imitated. **ALL NEW . . .** with **EXCLUSIVE** features found in **NO OTHER FANS**. New Decorator Colors! New Jewel-Like Recessed Control Panels! New Twin-Twelve! New Electrically Reversible Models! New SAF-T-EYE Lamp! Here's the Fan Line that will challenge the entire industry . . . it's the fast-selling **PROFIT LINE** for every alert dealer.

**YOU GET . . .** dramatic, hard-hitting Promotional Helps from LAU. Displays, ad mats, Literature, Mailing Pieces, Window Decals.

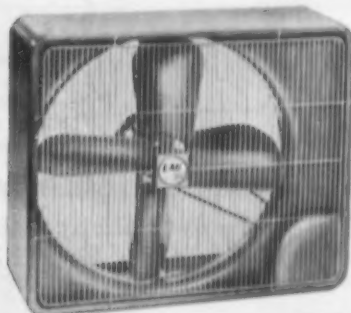
All LAU Fans carry a 5 year guarantee



MODEL 2056-RW



MODEL 2056-S



Model 2454-WR2



MODEL 1656-S

# LAU FANS

The Lau Blower Co.

DAYTON 7, OHIO • Kitchener, Ont., Canada • Azusa, Calif.



again for '56 . . .  
Steve Allen will sell  
Lau Fans on "TO-  
NIGHT" Coast to  
Coast NBC Televi-  
sion.

## Good Year

(CONTINUED FROM PG. 243)

sales of six million sets, valued at \$120 million, in 1956. By 1960, home radio set sales will be about seven million, grossing \$133 million, and by 1965, 7.3 million sets will be sold for \$140 million.

**Norge's Sayre.** Another record year is ahead for the appliance industry, according to Judson S. Sayre, president of Norge. He predicts sales of major appliances will increase five to 10 percent over 1955.

Norge itself will climb 20 percent, Sayre said, jumping from 1955's \$125 million volume to \$150 million.

Industry sales of home laundry equipment, ranges, refrigerators, freezers, and water heaters will total 18.5 million units, compared with last year's 17.2 million, he said. Increases of 20 percent in automatic clothes dryers and 11 percent in automatic washers will lead the overall industry gains.

He attributed the optimistic outlook to "generally rosy economic conditions," a continued high level of home building and remodeling, the growing size of the American family, and changing attitudes about housework.

"Slightly higher retail prices brought about by increases in costs of raw materials will go virtually unnoticed as we unleash the greatest battery of new features yet seen on home appliances," Sayre forecast.

His prediction for individual appliances ran: dryers, 1,750,000; automatic washers, 3,500,000; refrigerators and freezers, equal to 1955 totals; free-standing ranges, increase 200,000 over 1955 to 3,700,000 units "in spite of built-in ranges gains approaching the 100,000 mark."

**Carrier's Wampler.** The air conditioning industry is headed for another record year with retail volume of about \$3.2 billion, according to Cloud Wampler, chairman and president of Carrier Corp. This "seventh consecutive record-breaking year" would top 1955's \$2.9 billion in retail sales.

Room air conditioner volume will total around 1,450,000 units valued at about \$435 million, compared to 1,400,000 sales in the year just passed. Noting that inventories are around 300,000 at present, compared to 700,000 at the end of 1954, Wampler said the coming season should see firmer prices—"even in this highly competitive portion of the industry."

**G-E's Cordiner.** In his year-end press conference, Ralph J. Cordiner, president of General Electric, said, "Our sales forecasts indicate an increased volume of shipments in 1956 of from 10 to 15 percent. We see nothing on the political or economic horizon, barring a major war, to alter our previous forecasts of continuing growth for the economy as a whole and a need for the electrical industry to continue its rate of doubling every ten years."

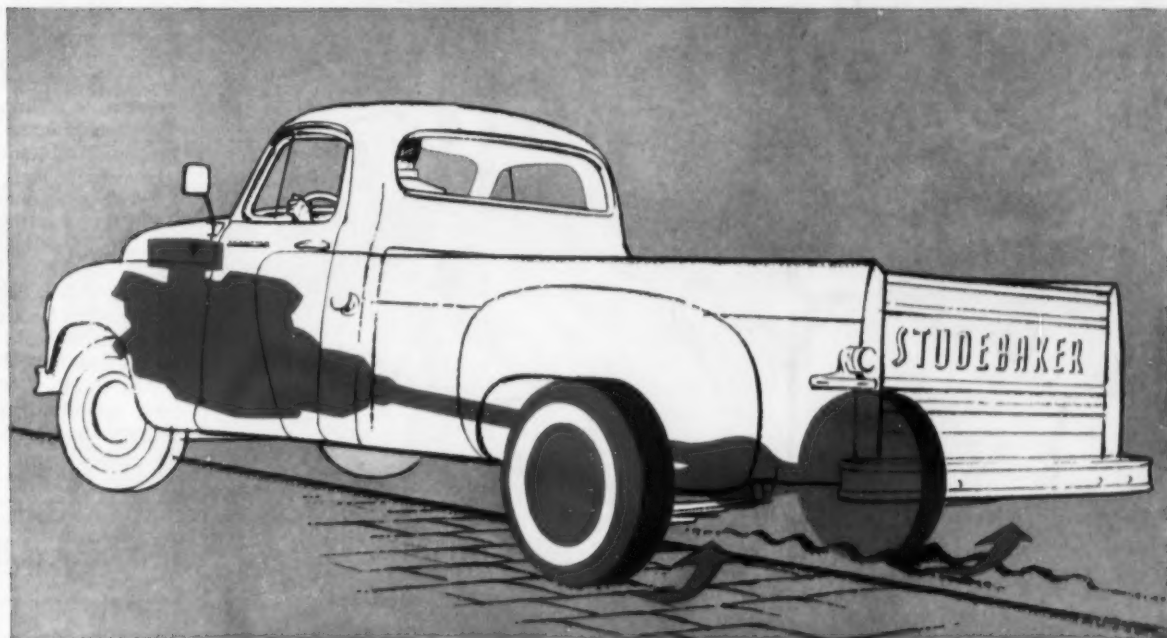
**RCA's Folsom.** The president of RCA, Frank Folsom, sees "an exceptionally bright outlook for the industry in the year ahead." He thinks one of the biggest factors is that "color television is with us as a potential billion dollar baby."

**Philco's Carmine.** The electronics



# NEW STUDEBAKER TRANSTARS

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★



## First with Twin-Traction Differential!

*New truck advancement  
delivers power to both rear wheels—  
even on ice, in snow, sand or mud!*

You get new tractive efficiency with Studebaker's pioneering Twin-Traction differential. In mud, snow, sand, or on ice, it delivers "go" power to each rear wheel. Doesn't let one wheel spin and bog down. With this Studebaker advance, Transtar Trucks are more effective for off-road work. It makes handling, even on rough roads or at highway speeds, easier and safer, too. Drive a new Studebaker Transtar with driving power that always gets you through. Available on half-ton units. Don't spin your wheels. Order your new Studebaker Transtar Truck at your nearest Studebaker dealer's today.

### CHECK THESE TRANSTAR TRUCK FEATURES:

- ★ Shortest stroke V8 in the industry—bar none!
- ★ Widest pick-ups and stakes in the low-tonnage field!
- ★ Passenger car ride with two-stage springs!
- ★ Easier handling with cross-link, variable ratio steering
- ★ Enclosed safety cab step and other safety features
- ★ Load-engineered extra strength, deep-frame chassis

TUNE IN "TV READER'S DIGEST"

**STUDEBAKER TRANSTARS** *star performers  
with saving ways*

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

STUDEBAKER DIVISION OF STUDEBAKER-PACKARD CORPORATION—WHERE PRIDE OF WORKMANSHIP STILL COMES FIRST!



## Hitch your power mower profits to this Fairbanks-Morse starlet!

You . . . and readers of newspapers and magazines across the country . . . are going to see a lot of "Faith More," the Fairbanks-Morse girl for '56.

She will appear in all Fairbanks-Morse national power mower advertising, and in our direct mail and point-of-purchase sales helps!

She'll help promote the finest line of power mowers

Fairbanks-Morse (or anybody else) has ever produced! They, too, have eye appeal—as well as price appeal and demonstration appeal!

The F-M line includes reels and rotaries—manuals, self-propelled models and riding mowers—18" to 24" cutting widths—amply powered by 2- or 4-cycle gasoline engines.

### Our Promotion Program's a Beauty, Too!

Fairbanks-Morse gives its dealers 100% backing with the best selling tools, including:

Liberal discounts for volume sales.  
Competitive prices in all brackets.  
Workable co-op local advertising program.

ALL NEW point-of-purchase sales

helps . . . sales catalog . . . direct mail pieces . . . display easels . . . envelope enclosures . . . newspaper ad mats.

Spring dating payment privileges.  
Fast service from nearby branches.

Quality—best in all price ranges—associated with the name of Fairbanks-Morse for more than 125 years.

PLUS national advertising in color—in The Saturday Evening Post, Sunset Magazine and Progressive Farmer.

**Get Facts About Fairbanks-Morse Dealerships NOW!**

If you plan to sell mowers for the first time . . . or want to add a quality line . . . mail the coupon. An F-M salesman will call promptly.



## FAIRBANKS-MORSE

a name worth remembering when you want the best

MOWERS • WATER SYSTEMS • GENERATING SETS • MAGNETOS  
PUMPS • MOTORS • SCALES • DIESEL LOCOMOTIVES AND ENGINES

Fairbanks, Morse & Co., Dept. EM-2  
600 S. Michigan Ave., Chicago 5, Ill.  
Gentlemen: We are interested in your Power Mower Line for '56, and the Spring Dating Program. Ask your salesman to call soon.

Your name . . . . .  
Firm name . . . . .  
Address . . . . .  
City . . . . . State . . . . .

## Good Year

(CONTINUED FROM PG. 244)

industry has every reason to look forward to another record year in 1956, according to James H. Carmine, president of Philco Corp.

Among the factors making a good year for television are: 1) good inventories, 2) an expanding replacement market, 3) consumer preference for quality, and 4) color.

He predicted room air conditioner sales of over 1.5 million units for 1956. "We also estimate industry sales of refrigerators will exceed 1955 by about 10 percent, and total slightly more than 4,000,000 units. The greater use of frozen foods will stimulate sales of home freezers and we anticipate a substantial increase in sales of electric ranges.

"There are many indications that 1956 will see the further rapid expansion of automatic laundry equipment including both washers and dryers. This field in the appliance industry offers tremendous opportunities for expansion and we expect sales to be up from 10 to 12 percent.

"In short, 1956 promises to offer new opportunities for growth and progress in all phases of electronics and appliances."

## Promotion Briefs

• A. O. Smith's Permaglas division has a unique promotion scheduled for early 1956. In late February or early March, the three-millionth "Permaglas" water heater will be produced. Babies born to Smiths that day will receive a 30-gallon, deluxe water heater free. The dealer who installs the heater also gets a free heater.

• Landers, Frary & Clark is offering a "baker's dozen" promotion on the Universal frying pan. Sales manager H. S. Perkins said distributors purchasing 12 frying pans would receive one free. "Passed on to the dealer, this will permit them to realize a 42 percent profit," Perkins said. The offer expires March 31.

• A Universal floor polisher for only one cent is another promotion from Landers, Frary & Clark. Lee Moss, vice president and division sales manager, said a \$49.95 floor polisher will be sold for one cent with the purchase of a Universal Turbo Jet cleaner, which sells for \$99.91.

• The EEI's coordinated program for housewares promotion got under way Jan. 10 with the mailing of a 34-piece promotional kit. Deadline for orders for the promotion kits is Feb. 4. Officials said, "The spring electric gift promotion is expected to be one of the biggest coordinated programs yet."

• Republic Steel Kitchens has produced a half-hour, full-color movie entitled "How We Did Our Kitchen." The film, available to women's clubs, church and school groups, was produced in cooperation with the American Home magazine.



Note to appliance dealers facing a further margin cut\*

# DEALER PROFIT IS OUR MOST IMPORTANT PRODUCT



Ugh! me go on  
warpath against  
scalping dealer  
mark-ups!

## \*Surveys show 53% of Appliance Dealers Made Less Profit in 1955

The plain statistical fact of ever-dwindling dealer profits proves that volume alone does not cure all ills.

Certainly we at Norge feel that volume is important but we also know it isn't the only answer. It also takes proper mark-ups for any appliance dealer to maintain a healthy and profitable business.

That is why Norge has been and is still dedicated to the kind of pricing that will not only make sales but also give each and every dealer the necessary profit on the products he sells. Norge pricing is always competitive but never at the expense of dealer income.

If you're interested in finding out exactly how Norge builds volume while holding the profit line . . . it will pay you to get in touch with your nearest Norge distributor today!

# NORGE®



IT'S TOUGHER THAN  
EVER SELLING AGAINST  
NORGE IN '56

NORGE SALES CORP., Subsidiary of BORG-WARNER CORP., MERCHANDISE MART PLAZA, CHICAGO 54, ILL. Canada: ADDISON'S LTD., TORONTO

ELECTRICAL MERCHANDISING—FEBRUARY, 1956

PAGE 247

# 9 Hours To Build . . .



**1** **MIDNIGHT**, and the ballroom of the Waldorf-Astoria is littered with debris from a late dinner-dance. While hotel workers clear the 80 by 84 foot room, General Electric prepares to build the world's largest kitchen. It will be used at 9:30 a.m. for the "bake-off" final of the seventh annual Pillsbury baking contest.



**6** **THE "BAKE-OFF"** starts at 9:30 sharp in the completed "kitchen." Each of the 100 finalists (97 women, and three men) received a G-E range as a prize. The first prize winner, Mrs. Henry Jorgensen of Portland, Ore., took the \$25,000 Pillsbury prize with her sweet rolls.

**5**

**INSTALLATION** begins after a coffee break at 4 a.m. Each range must be connected, tested, leveled. Watching the swift routine, John R. Poteat, general manager of G-E's range and water heater department, says, "It is really a marvel of planning and foresight."



**2** **BRIEFING** the G-E servicemen is William Hatterscheid, center, technical supervisor of the New York office of General Electric Appliance Co. The job: move in 100 ranges (26,000 pounds worth) and install them by nine o'clock.

## . . . The World's Biggest Kitchen



**3** **RANGES** start moving onto the ballroom floor. For the first time, in this December's contest, colored ranges are used and the \$38,900 worth of appliances are installed in rows of brown, yellow, blue, pink and turquoise.



**4** **WIRING**—5,660 feet of it—is reeled in to provide current for the ranges. Because the Waldorf uses direct current for lighting, electricians had to go three levels below the street to obtain alternating current. The total electric bill for the day-long bake-off: only \$8.75.



NEW... better-than-ever



# PORTABLE MIXER

...NEW LOW PRICE \$17<sup>95</sup>

Manufacturer's recommended retail or Fair Trade price



## Get ready to set new sales records!

Already the fastest-selling portable, this General Electric Mixer now has a *thumb speed selector*... and a *mixing chart* that gives correct speed at a glance. Plus, of course, all the features that made the current model America's favorite portable mixer.

The slim new design comes in the same popular colors: Turquoise, Petal Pink, Canary Yellow and White. *Better see your General Electric distributor right away.* General Electric Company, Housewares and Radio Receiver Division, Bridgeport 2, Connecticut.

## Look how G.E. is pre-selling your customers

10 million people will see this new General Electric Mixer every other Wednesday on CBS-TV.

The mixers will be displayed in full color in the pages of the *Reader's Digest*. (Circulation 10 million.)



*Progress Is Our Most Important Product*

GENERAL  ELECTRIC





## *National's* **new** *window posting machine* cuts installment record-keeping costs

Now, installment businesses of ALL types and sizes can profit by the improved record-keeping and control provided by the NEW NATIONAL "42".

This new window-posting machine posts all related records simultaneously—(1) passbook (or statement), (2) ledger, and (3) journal—all in original print (no carbons)—right at the window where the transaction occurs.

The NATIONAL "42" establishes new high standards for installment accounting equipment—the result of

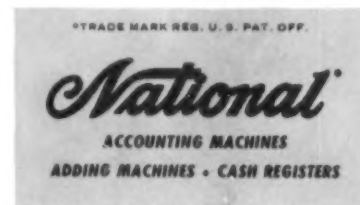
intensive consideration of the needs and conveniences of the customer, cashier, and of the working requirements of modern offices.

This NEW NATIONAL "42" is so quiet that it can be used anywhere without disturbing even the nearest customer or employee.

ALL entries are lock-protected and detector-counter-controlled. Transactions of ALL types are protected from the moment an amount is recorded until the day's final totals are submitted to management.

The NATIONAL "42"—exclusively NEW in design—applies NEW techniques to the many basic principles which years of experience have proved are indispensable to prompt customer service and the effective control so essential to management.

**THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio**  
977 OFFICES IN 94 COUNTRIES





# 1955: The Final Tally Begins

For many, it was a blue chip year, according to the first financial reports released last month by appliance and television manufacturers

The first 1955 financial reports were gleefully released last month by appliance manufacturers. For the most part, they made good reading.

RCA boasted its first billion-dollar year—equivalent to more than four million dollars of business for each working day. Noting that the company had gone from a million to a billion in 35 years, board chairman David Sarnoff said, "Our achievements in electronics, radio and television establish 1955 as our best year on record. I look forward to 1956 as a year of continuing progress." Sarnoff added that, "This year saw color television 'off the ground.'"

Sylvania Electric Products Inc. had sales of more than \$300 million in 1955. President Don G. Mitchell said sales in 1956 will "be as good as, and probably better than" the 1955 level, and within the next five or six years "should approach the half-billion dollar mark."

Norge sales exceeded \$125 million, a climb of more than \$51 million from 1954, according to Judson S. Sayre, president. Noting that the division had tripled 1953 volume in two years, Sayre said that 1956 sales would surpass \$150 million.

Carrier Corp. reported a net profit of \$8,487,220 for the fiscal year ending Oct. 31. Completed sales of the company amounted to \$190,015,233

during the fiscal period. For fiscal 1954, the figure was \$151,399,008. President Cloud Wampler noted that "the highly competitive condition which prevails throughout the air conditioning industry will probably hold prices down in spite of higher wages and rising costs of materials. Thus, it will be difficult to match in fiscal 1956" the 1955 earnings.

Gibson Refrigerator Co. had net earnings of \$706,000 for the fiscal year ending Sept. 30. This is a sharp increase from earnings of \$257,600 in fiscal 1954. Sales were \$32,853,599 in 1955, compared to \$32,635,408 during the previous year.

Hallicrafters Co., reporting on the first fiscal quarter of the new year, had an increase in earnings from \$104,294 to \$140,500, while sales dropped from \$6,420,537 to \$4,707,221. At the annual meeting of the board of directors, the resignation of president Raymond W. Durst was accepted and chairman William J. Halligan, Sr. assumed the post. William J. Halligan, Jr., was elected vice president—sales while Robert F. Halligan was named vice president.

Raytheon Mfg. Co. reported profits of \$1,368,000 on sales of \$83,170,000 for the first half of the fiscal year, ending Nov. 30. This compares with profits of \$2,396,000 on sales of \$93,015,000 in the previous year.

## Wherever You Look . . .

. . . there are germs; Emerson kills 'em with an ultra-violet ray in its new air conditioner; new transistor radio line also added

Key feature in the new line of Emerson air conditioners is an ultra-violet tube which kills germs.

Available in all room units from ½ h.p. to 2 h.p., the "electronic germ-killer" will spur year-round sales, according to Emerson president Benjamin Abrams. He hopes to parlay the new features into a 100 percent increase in 1956 sales.

Abrams also reported "good success" with the company's variable list price system which gives added incentives to early season buying. He said the company's 1955 sales were three times the 1954 volume and Emerson is able to produce air conditioners all year around without building up inventories.

The new germ-killer feature will cost approximately \$50. In about 10 minutes it will reduce the number of bacteria in a room to a negligible amount.

Other features of the line include: a "jet scoop" for dissipating moisture, the portability introduced last year, and in four units, 7½ ampere opera-

tion which draws "no more power than a toaster."

Looking ahead, Abrams predicted that in ten years all new homes will have electronic air conditioning units which will be much smaller than today's conditioners. This development will spell the end of movable windows, he said.

**New Radios.** The company also unwrapped a portable transistor radio which is "the lowest-priced full-size all-transistor radio on the market." The six-transistor unit sells for \$58 and has a battery life of 1,500 hours. A three-transistor, three-vacuum tube radio sells for \$48.

The television line offers remote control and "personalized listening." Top models have a speaker in the remote control unit which allows the listener to hear TV without disturbing anyone else in the room.

A 21-inch color receiver, listing at \$794, has been added. The color console remains at \$894. Michael Kory, vice president of sales, also introduced a 24-inch monochrome set for \$198.

## See how

ADVERTISED IN  
**LIFE**

## helps you sell

**LIFE** reaches more households than any other magazine—11,880,000\* every week.

**LIFE** carries more dollars' worth of appliance advertising than any other magazine.

These appliances were advertised in **LIFE** during January:

American Sewing Machines—½ page  
Bendix Division of Avco—2 single page insertions  
Columbia LP Record Club—page  
Crosley Television—page, color  
Dish-Quik—¼ page, color

Electric Companies Advertising Program—page  
General Electric Washers—page, color  
Merit Fryer Cookers—28 lines  
Olympic Television—½ page  
Parker-Allen Power Tools—½ page  
Philco Television—page  
RCA Tubes—½ page  
RCA Records—page, color  
RCA Victor Color Television—spread, color  
RCA Victor Radios—page, color  
Rona Plastic Housewares—14 lines  
Singer Sewing Machine Contest—pg.  
Youngstown Kitchens—page, color

These appliances will be advertised in **LIFE** during February:

**February 6th, 1956**  
Ames Maid Carts—½ page, color  
Bendix Division of Avco—page, color  
CBS-Television—page facing page, color  
Frigidaire Electric Ranges—spread, color  
General Electric Wall Refrigerator-Freezers—page, color  
Philco Television—page  
**February 13, 1956**  
Bendix Division of Avco—page  
Camfield Household Appliances—42 lines  
Dishmaster Corp.—½ page  
Frigidaire Electric Ranges—spread, color  
General Electric Ranges—spread, c.  
RCA Tubes—½ page  
RCA Victor Television—page  
Singer Sewing Machines—page, color  
**February 20, 1956**  
Bendix Division of Avco—page, color  
Camfield Household Appliances—42 lines  
Crosley Television—page, color  
Dish-Quik—¼ page, color  
Frigidaire Division of General Motors—page, color  
General Electric Washers—page, color  
RCA Victor Radios—page  
Singer Sewing Machines—½ page



More people read **LIFE**  
—every week—than  
any other magazine

\*Source: A Study of the Household Accumulative Audience of **LIFE**, by Alfred Politz Research, Inc.



## 1956 FRIGID BIG PROFIT FAN LINE

Here is the Coolest Fan Line in the Industry  
...terrific sellers at Big Profits for you!

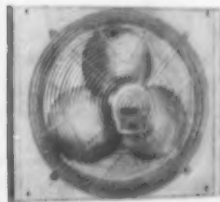
Tops in Styling, Performance,  
Service, Value... **FRIGID AT ITS BEST!**

No matter what type Fan your customers want—they'll pick a winner with one of the FRIGID Fans.

**DeLuxe**  
AUTOMATIC  
THERMO-CONTROL  
**PUSH BUTTON**  
Electrically Reversible

**20" WINDOW FAN**

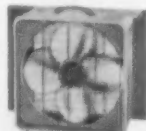
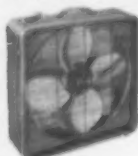
- THERMOSTATIC CONTROL  
... Just Set It and Forget It!
- 6 QUIET SPEEDS, 3 Speeds Intake  
and 3 Speeds Exhaust.



**Economy**  
Electrically Reversible  
**PUSH BUTTON**  
20" VENTURI  
**WINDOW FAN**

- THERMOSTATIC CONTROL  
... Just Set It and Forget It!
- 6 QUIET SPEEDS, 3 Speeds Intake  
and 3 Speeds Exhaust.

**New! FRIGID** Designed for extra service and greater value.



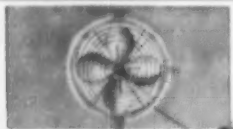
• 20" PORT-A-FAN

• All-Purpose 20" Portable  
**WINDOW FAN**

**PUSH BUTTON**  
REVERSIBLE - 3 SPEED

• Adjustable 20" Port-Mobile

- THERMOSTATIC CONTROL  
... Just Set It and Forget It!



• Reversible 10" & 12"  
**WINDOW FAN**



• Reversible  
10" & 12" TWIN  
**WINDOW FAN**  
With Thermo-Control



• Reversible  
12" **WINDOW VENTILATOR**  
With Thermo-Control

And specially designed  
for Casement Windows

• 16" CASEMENT Electrically Reversible  
**WINDOW FAN**

6 QUIET SPEEDS, 3 Speeds Intake  
and 3 Speeds Exhaust.



Get with this Big Profit-Making line now for bigger than ever  
Fan Business.

Write for your colorful illustrated Catalog of house, attic and  
industrial Fans. At Low Prices.



**FRIGID INCORPORATED**  
128 32nd STREET, BROOKLYN 32, N. Y.



"CREATIVE SELLING for Cory" was the title of a discussion led by Herb True, third from left, at recent Chicago sales meeting. Others are, left to right, Les McCabe, Minneapolis; Al Voegeli, New Jersey; True; Spence Wolf, Milwaukee; Joe Krieger, Columbus, O.; and George Dilger, Omaha.

## Cory Kicks Off . . .



A CHANCE to see the new line is provided for the divisional and territorial sales managers. At the four-day conference, Cory showed four series of Fresh'nd-Aire room air conditioners, including the new casement window unit and an in-wall model. Other products and merchandising plans were also discussed.

## . . . The New Campaign



AND COME OUT FIGHTING. Enthused sales managers wind up the meeting. From left to right, are Frank Pollitt, Boston; Tom Payton, San Francisco; Don Kennedy, Miami; Art Huot, Seattle; Dick Russell, Boston; and Harold Norton, Los Angeles.



# 1,628,000



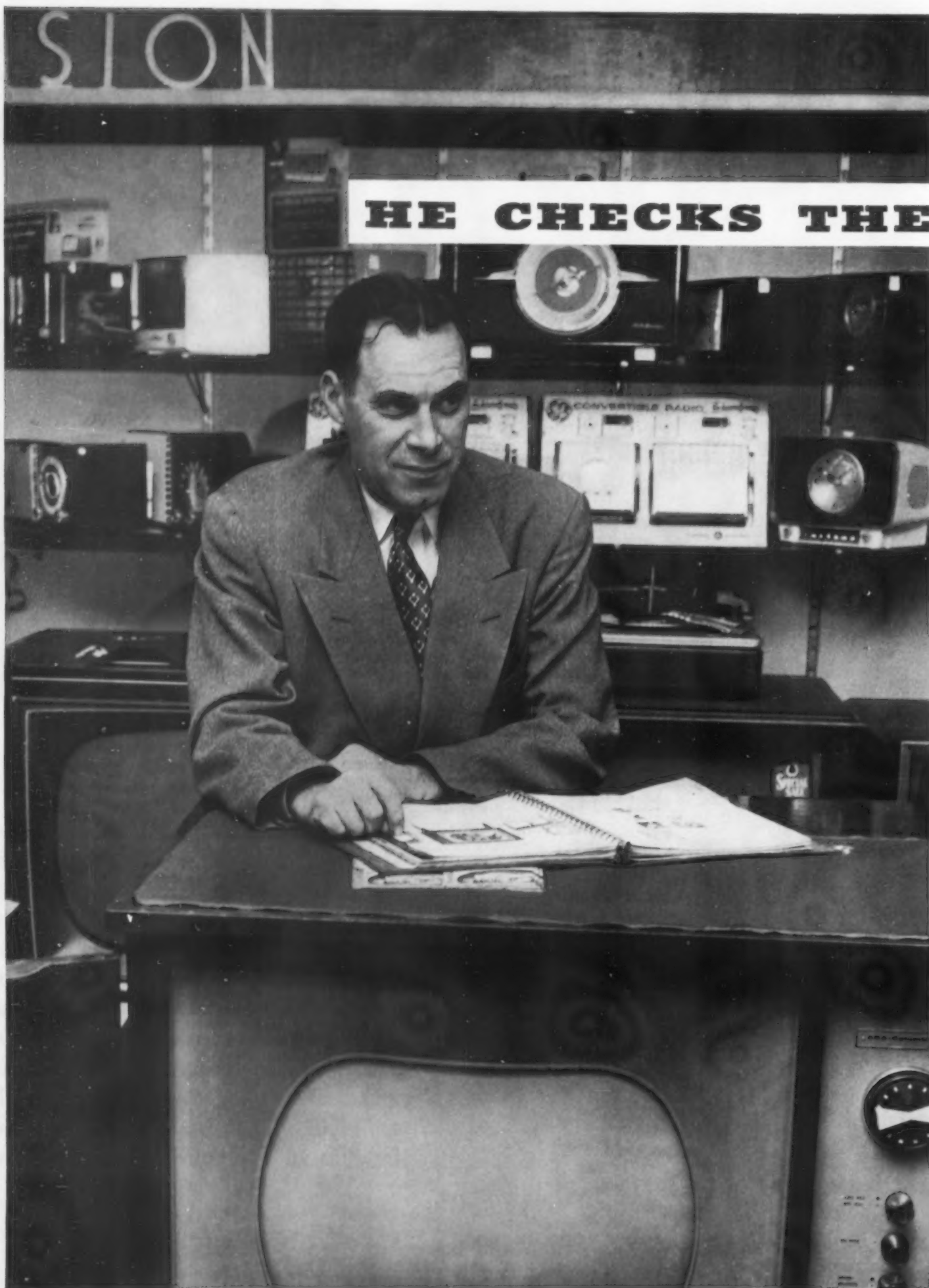
*To put your name on this Tag and this  
Tag on your product, ask the man from McCall's.*

## McCall's

230 PARK AVENUE, NEW YORK 17, N. Y.

*The magazine of Togetherness...in more than 4,500,000 homes every month*

Eighteen outstanding manufacturers are selling more than 1,628,000 appliances with McCall's Use-Tested Tag. This Tag contains informative *selling facts* about the appliance to which it is attached, along with the testimonial that McCall's homemaking experts have *used* it and *liked* it. The success of McCall's Use-Tested Tag has proved to manufacturers and dealers alike the value of McCall's name in influencing women and their families in appliance buying decisions.



**HE CHECKS THE**



# ADVERTISEMENTS

## ...to keep up with the market

Bill Schram is Manager of the two Robison stores, one division of E. Robison Inc. in Westchester County, New York . . . right next to the most highly competitive market in the country, Metropolitan New York. He has been a retailer since 1919 and has been selling major appliances for almost 25 years. He heads up an organization of 42 salesmen, service technicians and administrative help to serve the suburban commuting villages of Hartsdale and Scarsdale. Bill buys all of the major appliances and TV sets while delegating the electric housewares and radio set buying to another experienced man.

Robison's does a big, high volume business while giving good service and fast delivery. Their slogan is that they are "Reasonably competitive." Old customers regard Bill as an old friend. They ask him for his advice on different brands and models. They rely on him because with him and with Robison's "Things have to be right." Despite heavy price competition such customers return again and again for the satisfaction they know they'll get and bring new customers with them.

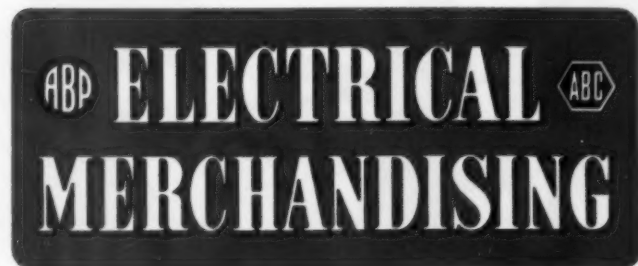
But manufacturers must first sell dealers like Bill Schram on their brands before dealers will sell their brand to their customers. Many manufacturers do this effectively in their ELECTRICAL MERCHANDISING trade advertising.

Bill has read the advertisements in ELECTRICAL

MERCHANDISING for many years. To him the advertisements are of great interest. He regards them like information about New Products which mean business to him . . . more of it. He uses the Index to Advertisers to check the sales features of the lines advertised. Since he can't go to the Markets the way he would if he weren't so busy he reads the ads in ELECTRICAL MERCHANDISING along with the New Product editorial pages to keep up with new developments. He urges his salesmen to do the same thing. No other publication he knows has more of this kind of important information.

Robison's is not a typical dealership. There is no such thing. But, like thousands of America's top appliance-radio-TV retail organizations they rely on ELECTRICAL MERCHANDISING and the advertising in it like they do no other publication serving them.

Manufacturers can improve their distribution among top retailers like Robison's. Such retailers are twice as likely to pick up ELECTRICAL MERCHANDISING purposely to read the advertisements as they are the second publication in the field. They get a lot out of it. So do distributors who rate it tops for advertising usefulness. So, use ELECTRICAL MERCHANDISING, the year 'round market place regularly. You'll find your advertising dollar working harder and going further to build distribution and cut sales costs.



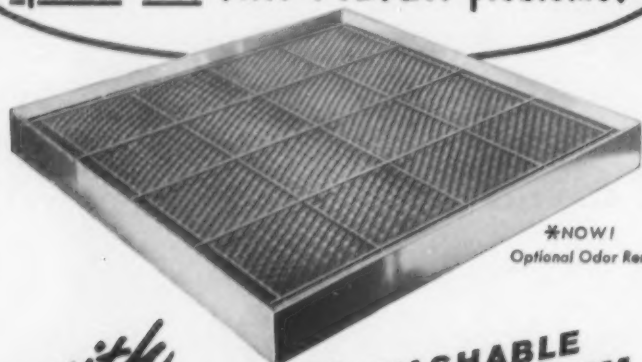
A MCGRAW-HILL PUBLICATION, 330 WEST 42ND STREET, NEW YORK 36, N. Y.

alone

will

cover the market **alone**

Here's how to end  
**special size AIR FILTER problems!**



\*NOW!  
Optional Odor Removal

with  
**E Z KLEEN** WASHABLE  
ALUMINUM  
Air Filters

For filter sales or filter service, E Z Kleen aluminum washable air filters for air conditioners fit your profit picture perfectly. They permit a reduced inventory...result in fewer call-backs...require less storage space. With home service by customers, you profit from sale of R P Handi-Koter adhesive or R P Super Handi-Koter\*, fast-selling, replacement items. Or...you can establish a profitable service business. Whatever your type operation, E Z Kleens are the answer! In 1/2", 1", or 2" thicknesses.

**RP**

... PRODUCTS OF RESEARCH

**RESEARCH PRODUCTS CORP.**

DEPT. 22, MADISON 10, WISCONSIN

*A Jewel of*  
**MECHANICAL PERFECTION**



Exclusive Shavitron Shredder. Umbrella Slinger keeps motor dry at all times. Quiet and vibrationless. Easy to install easy to sell.

*The Profit-Making*  
**WasteMaster**  
FOOD WASTE DISPOSER

**LOCKLEY MACHINE COMPANY**  
WASTEMASTER DIVISION  
NEW CASTLE, PA.

Please send literature on the easy-to-sell WasteMaster.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

*The 1956 American*  
**TOY FAIR**

in  
New York City

*March 5<sup>th</sup> - 14<sup>th</sup>*

*exhibits at* HOTELS:-

**SHERATON-McALPIN**  
**NEW YORKER**  
**200 FIFTH AVENUE**  
**1107 BROADWAY**

*and other*  
*Permanent Showrooms*



**TOY MANUFACTURERS OF U. S. A., Inc.**

200 Fifth Avenue New York 10, N. Y.



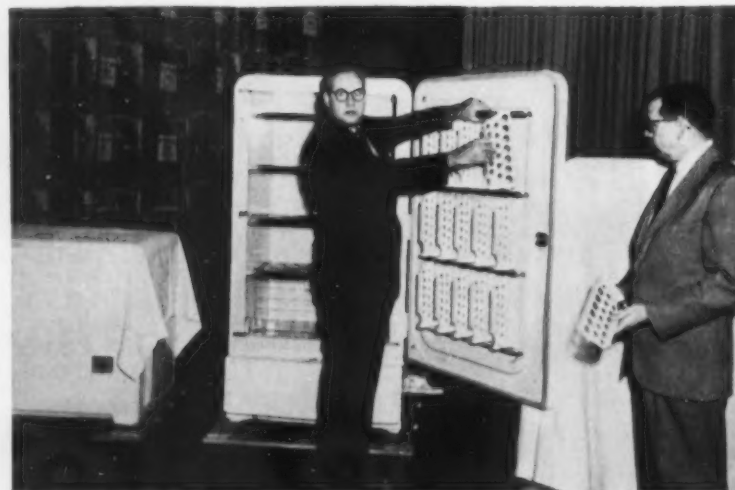
**DURING A BREAK** in the Quicfrez sales meeting in Chicago last month, Harry Ryan, left, vice president, listens to the ideas of regional sales manager Keith Wood of Atlanta.

**Quicfrez Line For '56 . . .**



**POINTING TO SIGN** for Duncan Hines refrigerators, which are made by Quicfrez, is sales manager Robert Woodworth. Left, is William Frankfurter of the Duncan Hines Institute and right is Loren Lorscheid, Dakota Quicfrez representative.

**. . . Makes Bow At Chicago**



**EASY REMOVAL** of new type door storage racks is demonstrated to the meeting by sales manager Woodworth as John Tye, right, merchandising manager, looks on.





## How big is **Big**?



### Bank of America . . .

is the country's largest US bank . . . with 1954 year end deposits of \$8.27 billion, 4.42% of US total deposits.\* But not even its vast deposits can convey the influence of this bank in hundreds of West Coast communities.

But figures are not always synonymous with big value. Consider **SUCCESSFUL FARMING** with only 1,300,000 circulation, reaches 42% of all US farms earning \$10,000 or more. Seven out of ten of its farm subscribers are in the 39% minority that gets 88% of the national farm income.

SF farmers work big farms, average 286 acres . . . own more than a third of all farm tractors, and almost half the grain combines, hay balers, milking machines. They are big producers . . . account for 53% of the corn harvested for grain, 57% of the hogs, 44% of the dairy products, 44% of the eggs . . . and average around \$10,000 in cash income.

Because **SUCCESSFUL FARMING** for fifty years, has helped the country's best farmers make more money, no other medium can match its influence. For more quality prospects, and to balance national schedules, you need **SUCCESSFUL FARMING**.

\*Sources: Bank of America, Value Line Investment Survey, May 16, 1955;  
US Total, Economic Indicators, Joint Committee of the Economic Report, Sept. 1955.

**MEREDITH PUBLISHING COMPANY**, Des Moines . . . with offices in New York, Chicago, Detroit, Philadelphia, Cleveland, Atlanta, San Francisco, and Los Angeles.

Announcing **THE MOST**  
**SALES-EXCITING APPLIANCE IN YEARS!**



Here's an appliance that's new and different — an automatic egg cooker that outclasses all others in design, performance, and extra utility features. It boils, poaches, or scrambles eggs to the peak of perfection automatically! Includes boiling tray, scrambling pan, poaching tray, and 72" cord. Your customers will want this latest cooking sensation.

Remember — the new automatic way to cook eggs is catching on fast. ORDER NOW!

**Deluxe EGG SERVICE SET**  
You'll attract every shopper's eye with this array of smartly-styled, appealing merchandise. Complete set includes No. 300 automatic egg cooker described above, chrome serving tray and 4 beautifully decorated china egg cups — an outstanding gift item.

Model 301 **\$18.95**

Ask your jobber about this exciting new appliance or write us

**HANKSCRAFT COMPANY • Reedsburg, Wisconsin**

## valuable kitchen franchise available

To kitchen dealers who can qualify... or to established dealers interested in getting into the profitable kitchen business... the valuable Kitchen Maid kitchen franchise is currently available in a few areas.

...with these outstanding advantages!

A high-quality line of wood kitchens in natural wood, several colors or white.

New Shadow-Line styling that's way ahead of the field and that's making many new friends daily.

The best known name in wood kitchens — built and sustained by national magazine advertising and active promotion.

Cabinets to accommodate all popular makes of built-in appliances.

A complete sales and product training program for you and your salesmen.

Promotional help on the local level.

Friendly factory cooperation and merchandising assistance.

Your Territory May Be Open  
Write on your letterhead for facts!

**KITCHEN MAID**  
KITCHENS

**KITCHEN MAID**  
CORPORATION  
762 Snowden St.  
Andrews, Indiana

## Quick easy way

to make pipe connections

FOR LAUNDRIES, DRIERS  
REFRIGERATORS,  
AND OTHERS

Model CT—with flared joint  
for copper tubing



**SKINNER-SEAL SADDLE TEE**—for making pipe connections. No pipe cutting or threading. Quick. Easy. Cuts costs. For gas refrigerators, home laundries, heaters, etc. Write for circular.

Approved by Underwriters' Laboratories, Inc.

**M. B. SKINNER CO.**  
SOUTH BEND 21, INDIANA



**AMANA'S CONSUMER PRESENTATION** is tried out on J. A. Rishel, Jr., center, general sales manager, and Robert I. Pearce, right, director of sales training, by William Chamberlain, special representative. The books are part of the "Amana Plan for Better Living."

## Amana Maps New Food Plan

The blueprint for freezer-food plan operation can be used by large operator or small; provides sales tools, code of ethics, consumer presentation

Amana Refrigeration, Inc. has unveiled its "Amana Plan for Better Living"—an "exhaustive blueprint for successful operation of freezer-food plans."

The plan contains four basic parts:  
—A procedural manual for distributors to help establish freezer-food plan operations.

—A dealer set-up manual which includes 50 different sales tools and selling forms.

—A consumer presentation including a looseleaf form with built-in easel.

Two other key features of the plan are: 1) a code of ethics, and 2) financial procedures for local financing with banks or with the Amana-Commercial Credit Plan.

"The program was developed in the belief that such a standardized merchandising plan could help large and small appliance, department, furniture, hardware stores and locker plants operate successful freezer-food plans, whether or not they have been in the business before," according to J. A. Rishel, Jr., Amana's general sales manager.

"The new plan does not prescribe just one rigid method for operating the various segments of a successful food plan—it establishes a framework and then outlines several workable techniques which may be selected and adapted on the local level to implement the program," Rishel said.

**Big Business.** "Food plan merchandising today is responsible for the sale of more than 50 percent of all freezers sold in the United States," he said, "at an approximate retail volume of \$160,000,000, and the sale of frozen food in the first year of freezer ownership valued at more than \$200,000,000. This is big business, and the 'Amana Plan for Better Living,' we believe, is the most comprehensive guide to success in the field."

The dealer set-up manual contains detailed information on freezer-food plan operation plus a complete range

of forms and literature which the dealer can reproduce locally. The material falls in 11 categories, including work sheet for food budget analyses, food catalogs and order forms, food labels and certificates, personnel forms, stationary, sales office forms, prospecting aids, recruiting ads for salesmen, radio commercials, newspaper ads and direct mail. All participating salesmen, dealers and food purveyors must sign, display and adhere to a code of ethics, which will be policed rigorously.

The consumer sales presentation is based on four themes: 1) convenience, 2) better health, 3) economy, and 4) ownership of an Amana freezer.

The dealer also gets a newly-designed, patented calculator which can help the salesman translate in a matter of seconds a customer's monthly food requirements in packages or pounds into the weekly or monthly cost under the plan. The plan provides meeting guides and program literature.

## Amana Shows AC's

Amana's 1956 line of air conditioners includes a model with an activated charcoal filter and a central air conditioning system that can be installed by a "skilled do-it-yourself craftsman."

In introducing the company's 11 basic models, J. A. Rishel, Jr., Amana general sales manager, said the firm plans to build 50,000 air conditioners for the 1956 season—twice 1955 production. He said the company sold its 1955 output by late July.

Rishel said "The coming year should be a record year for the industry."

The four Amana consumer lines include: 1) the "Year 'Round" line of four models ranging in price from \$299.50 to \$489.50, 2) the "De Luxe" line in three sizes ranging from \$319.50 to \$419.50, 3) the budget-priced "Scot" line in ½ and ¾ horsepower sizes, and 4) the "Central" line in 2 and 3½ horsepower sizes.



*new sales for you more profit too...*

WITH THE HANDY

**Oster**

MODEL NUMBER 505

portable electric  
meat grinder



Here is a new, modern appliance that offers new sales opportunities for you. Every family's a prospect. Anyone who ever labored with a balky hand meat grinder is a potential buyer ... and with the John Oster Electric Meat Grinder there's no clamping to tables or counters. The powerful OSTER motor smoothly grinds everything from the toughest raw meats to the hardest nut meats ... accommodates dried bread, crackers, celery, potatoes ... even when fed by the hopper full. Check these features and specifications on reverse side.



SELF LOCKING KNOB ... safely holds grinder head in place.



LARGE FEEDING PLATFORM ... of one piece die-cast aluminum.



LARGE GRINDING HOPPER ... complete with hard wood pusher.



ON-OFF SWITCH ... controls powerful, cool running motor.



EXPERTLY DESIGNED ... utensils fit close to grinder ... takes little space.



GRINDS FINE OR COARSE ... nuts for cookies ... meats for leftovers.



CREATED BY

**John Oster**

MANUFACTURING CO. • MILWAUKEE, WIS.

and here's  
the perfect  
follow through...  
a practical accessory  
for the electric  
meat grinder...

**Oster**

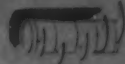
MODEL NUMBER 507

## ice crusher HEAD

When featured together you'll sell both  
... for an added sales plus.

Every John Oster Electric Meat Grinder  
buyer is a prospect. And look what  
this ice crusher does ... easily  
... electrically. Crushes ice to nine  
different sizes ... very fine for cocktails  
... coarse for ice cream freezer  
... medium for chilling glassware  
... medium-coarse as a base  
for a fresh vegetable and relish tray.

SELF-FEEDING  
BLADES ... of  
hardened, nickel-  
plated steel.



TWO STAGE  
CRUSHING ...  
size can be  
changed while in  
operation.



SAFELY LOCKS  
IN PLACE ...  
for smooth,  
efficient crushing.



EASY TO DETACH  
... for quick  
cleaning ...  
easy storage.



NINE CHIP SIZES  
... for every  
conceivable chip  
size needed.



STAINLESS STEEL  
COVER ...  
for white,  
refrigerator  
sneak unit.



**Oster**

MODEL No. 505  
ELECTRIC MEAT GRINDER  
SPECIFICATIONS

115 Volt, AC-DC universal motor; double insulated and  
vented for cool operation; dynamically balanced to eliminate  
vibration; self lubricating; main housing is single piece,  
die-cast zinc with double baked on white enamel finish; fruit and  
food juice resistant; non-marring grey rubber feet;  
U. L. Listed 5 foot electric cord; 1.8 amperes.

LITHO IN U.S.A.

CREATED BY

**John Oster**

MANUFACTURING CO. • MILWAUKEE, WIS.

FORM NO. 1201



THEY SAID IT COULDN'T BE DONE

... but here it is!

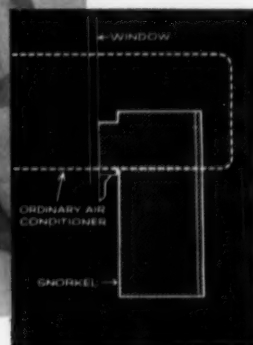
# York's New Snorkel

## AIR CONDITIONER



So revolutionary it makes all other room air conditioners old-fashioned!

- Takes only 9 inches of window space . . . doesn't block view!
- Windows can be opened and closed at will . . . nothing extends outdoors . . . solves window washing problems!
- Fits all standard and casement windows . . . can be partially recessed or installed flush with the wall.
- Installed in minutes, removed in seconds. Hangs on the window sill.



*Dotted lines show conventional unit. New SNORKEL extends only 9 inches above sill*

## and that's just a sample of York's Great Quality Line for '56!

- ✓ You get the first true Hi-Ef Air Conditioning! Hi-Ef means high efficiency, greater economy of operation, *more* cooling with *less* current!
- ✓ You get three outstanding Hi-Ef series—from ½ hp. to 1½ hp. for profitable step-up selling!
- ✓ You get exclusive Hi-Ef features like these: SEALED-IN SOUND GUARD • MECHANICAL MAID FILTERS • SET-IT, FORGET-IT COMFORT CONTROL • DICTATE-AIR GRILLES • ARMOR-CLAD, FUSITE-TIPPED COMPRESSOR.
- ✓ You get York's RED CARPET TREATMENT—the most generous dealer incentive program in the business!



*the quality name in air conditioning*

THERE ARE MORE YORK-BUILT AIR CONDITIONERS IN USE TODAY THAN ANY OTHER MAKE.

FOR ALL THE EXCITING DETAILS, PHONE,  
WIRE OR MAIL THIS COUPON TODAY!

R. E. Cassatt, Manager of Sales  
Commercial Division  
York Corporation  
York, Pennsylvania

Sounds good! Tell me more.

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_



**PRODUCTION OF A DUNCAN HINES** appliance is inspected by William Frankfurter, right, director of merchandising and franchising for the Duncan Hines Institute. Hugh C. Grover, left, president of Automatic Controls, Inc., explains the operation.

## A New Name In Appliances

**Duncan Hines Institute announces plans for a complete line of kitchen products; move seeks stronger marketing position for short-line manufacturers**

A new brand name—Duncan Hines—is emerging from the competitive appliance scene.

Already on foods and several housewares, the Duncan Hines name is now slated to appear on a complete line of kitchen equipment, including cabinets, refrigerators, freezers and ranges.

Officials of the Duncan Hines Institute said, "In essence, we think this is about the last chance for strong independents to participate in a national brand program and market competitively with other national brands . . . or for a short line manufacturer to become part of a long-line operation through an association in the Institute."

**Recommended By . . .** The Institute is frankly trading on the acceptance of the Duncan Hines name which it claims is "best for food and food-related products and one in which homemakers have great confidence." To back up this claim, officials cite surveys by the Economic Research Agency, Madison, Wis., and the Institute for Motivational Research which show that the name is linked with quality in the minds of consumers.

The Institute has had notable success with the scheme in the food products field. In all, more than 50 different food-related products, produced by nearly 15 different manufacturers, now go to market under the Duncan Hines banner.

The first item in the housewares field was the Duncan Hines Jet-O-Mat automatic electric coffee maker, introduced two years ago by Jet-O-Mat, Inc. of Minneapolis. This company recently added a Tea-O-Mat to the Duncan Hines line.

Automatic Controls, Inc. of Ann Arbor, Mich., manufactures a line of electric food warmer sets—trivets, casseroles, carafe, food warming

wagons, and chafing dishes—for the Institute. The firm's president, Hugh C. Carver, recently announced plans to market Duncan Hines defrosters.

**Into The Majors.** The first step into the white goods field came Dec. 7 with the introduction of the Duncan Hines freezer made by the Ben Hur people in Milwaukee. A refrigerator line, made by Quicfrez of Fond du Lac, Wis., will be the next addition.

The Jeffrey Steel Products Co. of Ridgewood, N. Y. is making a line of kitchen cabinets for the Institute. These include wall, base and sink cabinets and can be purchased as a complete custom-built kitchen or as an add-a-unit for budget purchases.

"The immediate objective of the Duncan Hines Institute is a complete Duncan Hines kitchen," officials said last month. "This will have to include an electric range manufacturer—and something in definite focus for 1956."

Meanwhile, plans are proceeding for an expanded group of housewares. Officials revealed, "A franchise has already been granted for Duncan Hines electric toasters—with others to be announced in 1956."

The Institute describes its operation thus: "Our function is to work in an advisory capacity to our licensees on packaging, label design, advertising, sales promotion, product design, planning and merchandising. We also conduct promotional programs at the national level along institutional lines, i.e., promotion of the Duncan Hines brand name."

The group also acts as a "coordinator" between its licensees. "Plans are afoot for a national sales and distribution program for the Duncan Hines kitchen," executives said. "In other words, the same dealer who sells the refrigerator will also sell the kitchen cabinet."

## Ben Hur Gets Tough

**Company shoots for a 100 percent increase over 1955 volume; adds Duncan Hines label in move to spur private brand business**

"We can take this business over in 1956." That's the enthusiastic and spirited theme sales manager E. F. (Ed) Jackson set at the recent Ben Hur annual district sales manager meeting in Milwaukee.

Jackson told the group that sales volume is based on four points: manpower, price, product and promotion. "We're out ahead on all four counts," he said.

Including the private label business (expected to increase by about 50 percent in 1956), Jackson thinks Ben Hur will sell about 60,000 to 70,000 units this year. This represents an increase of about 100 percent to 130 percent over last year's sales of some 30,000 units.

"We expect to get tough with distributors and dealers," said he, "if they don't produce. If a guy's in the dust bowl where there isn't any dough, that's a different thing, but we expect anybody operating in a normal market to do a lot better than last year."

**New Styling.** Although Ben Hur has not added to or changed the basic units in its line, all freezers and combinations have been restyled. The interior blue is a lighter shade, inside door storage racks have been redesigned and the distinctive medallion on the front of each unit has been modified to incorporate a light which glows when the unit operates properly, goes out if the mechanism fails.

Prices have not been changed either. Ed Jackson says he is "holding the line" on prices and hopes to avoid increases in the "foreseeable future." Increased production this year is expected to offset rising prices of metals and other raw materials.



**SALES MANAGER JACKSON:** "We expect to get tough with distributors and dealers if they don't produce."

In the works, and possibly ready for distribution sometime this year are built-in refrigerators and freezers. Ben Hur has test models in its shops and is working hard to perfect them as soon as possible. The company is also testing combination freezer-refrigerators for possible distribution in the next year or so.

**Duncan Hines Recommends.** In a surprise announcement, Ben Hur's president, Henry Uhlein disclosed that the company has started production of a new line of freezers and refrigerators to be distributed and sold under the Duncan Hines label. The freezers, in the same sizes and styles as the regular Ben Hur line, will be sold through the company's regular distributors.

## New Kitchen of Tomorrow



**KELVINATOR** last month introduced its 1956 kitchen of Tomorrow. Special features include conduction heating on marble-top counter, front, glass domed oven and magic recipe maker. Rear right is ultrasonic dishwasher.



announcing the new

# MULTI CYCLE

## SPEED QUEEN WASHER

*World's most automatic...automatic!*

A flip selects  
WARM OR COLD  
water to rinse.

A flip selects  
any of 4 washing  
periods—11, 7, 4  
or 2 minutes.

A flip selects  
agitator and spin  
speed of either  
"Hi" or "Lo"  
speed.

A flip selects  
HOT OR WARM  
water to wash

A twist of dial  
selects (1) normal  
or short cycle,  
(2) water level  
in tub.

Pulling knob up  
starts complete  
automatic cycle as  
selected.

PILOT LIGHT—Panel lights  
up automatically when washer  
is in operation.

STAINLESS STEEL TUB  
carries written  
LIFETIME GUARANTEE

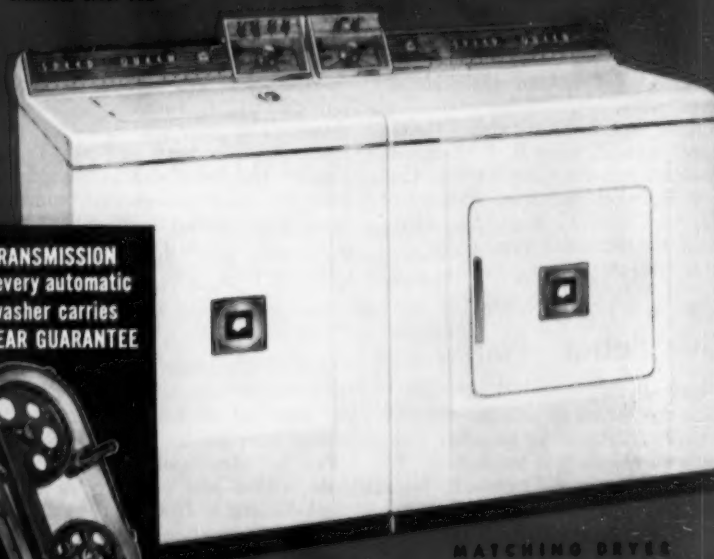
TRANSMISSION  
in every automatic  
washer carries  
5-YEAR GUARANTEE



Model P1 Deluxe  
Wringer Washer  
equipped with  
Stainless Steel  
Tub



Model A18 Deluxe Auto-  
matic equipped with  
Stainless Steel Tub



MATCHING DRYER

SPEED QUEEN CORPORATION  
BIPON, WISCONSIN

**SPEED**



**QUEEN**

WASHERS • DRYERS • IRONERS



**HOUSEPOWER** can make life easier for you, says the blow-up of a magazine ad, shown by Ed George, chairman of the EEI wiring committee. The ad will kick-off the better wiring campaign in May.

## EEI Launches "Housepower"

New drive for better wiring begins in May with a \$100,000 consumer contest, newspaper and magazine advertising plus a TV push on "Today" and "Home"

The Edison Electric Institute is sparking a new drive for better wiring in American homes. Called "Housepower", the campaign will include a \$100,000 consumer contest and advertising in newspapers, magazines and television.

The new promotion was announced in New York last month by E. O. George, chairman of the EEI wiring committee. Citing the need for improved wiring in 20,000,000 American homes, George urged manufacturers, contractors, distributors and dealers to get behind the "Housepower" push.

Other speakers at the "Housepower" kick-off were B. L. England, president, Atlantic City Electric Co., H. S. Bennion, managing director of EEI, and Carl T. Bremicker, chairman of the executive committee, National Adequate Wiring Bureau.

England noted that the average use of electricity in American homes has more than doubled in the past ten years and is expected to double again by 1965. Bremicker said the campaign "will provide the tremendous impact upon the public which all interests concerned with the national adequate wiring movement have hoped would develop over the years."

**The Plan.** Specifically, the drive will include a 16-page public kick-off in the May issue of Better Homes & Gardens. This will be followed by newspaper advertising and commercials on NBC's "Today" and "Home" shows. The schedule calls for two commercials a week on each show. Finally, the drive will incorporate a \$100,000 consumer contest, running from May through September. Top prize will be \$10,000 cash; other prizes include 1800 appliances.

### "Live Better" Plan

"Live Better . . . Electrically." That's the theme of a broad industry promotion that will be launched Feb. 8 by some 70 electric utilities.

A closed-circuit telecast with John Daly as master of ceremonies will kick off the campaign in more than 80 cities.

The move is designed to stimulate participation by manufacturers, home builders, contractors, architects, electrical distributors, dealers, realtors and lending institutions in selling the benefits of increased electrification to the American home owner.

Some 35,000 such businessmen will attend the kick-off meetings in the various cities. Following the closed-circuit telecast, they will hear executives of the local utility outline area plans of action.

## National Electric Week Set

First annual observance will be the week of February 5; industry urged to unify behind promotion of electrical living

National Electric Week is slated for its first annual observation beginning February 5.

The week-long project will:

1) "Focus attention on the contributions of electricity to our American way of life and on the contributions toward the economic strength of our country by the organizations which make up the electrical industry.

2) "Emphasize the contribution to safety that can be accomplished through adequate electrical wiring installations.

3) "Encourage the appropriate recognition of electrical pioneers, from whose inventive genius came so many contributions to the industry as we know it today, by selecting for this annual event the week in which falls the birthday of Thomas Alva Edison, who typifies such pioneers."

The week was announced last month by Merrill E. Skinner, chairman of the event and vice president of the Union Electric Co. of Missouri.

Skinner said the event was being sponsored by the National Appliance and Radio-TV Association, Edison Electric Institute, Air Conditioning and Refrigeration Institute, International Association of Electrical Leagues, National Association of Electrical Distributors, National Electrical Manufacturers Association, International Association of Electrical Inspectors, and the National Electrical Contractors Association.

**Dealer's Place.** Skinner said, "We feel the local purveyor of appliances is an important cog in this picture." Since planning for the week began

late, however, the committee had no definite suggestions for dealer tie-ins. The group is throwing the ball to local groups for the 1956 observance with the intention of discovering effective features for the 1957 week.

The committee did recommend several activities for the local level, including:

1) Proclamations by local government authorities. Steps are being taken to secure official endorsement of the week by the Federal Government.

2) Distribution through schools of a "home electrical inspection report." The report was originated by the International Association of Electrical Inspectors, who can furnish copy for the report forms.

3) A speakers' bureau to address local civic club programs on electrical subjects.

4) A civic luncheon or dinner with an outstanding speaker representing the electrical industry.

5) Special Sunday newspaper sections on February 5.

6) Kick-offs for spring activities such as spring showings of new electrical equipment, spring sales campaigns, model homes, home shows or electrical expositions.

7) Formal dedication ceremonies of recently completed projects such as power plants, distributor's buildings or appliance stores.

8) Open house by electrical firms for employees, neighbors and the public at large.

Committee headquarters for the week will be 290 Madison Ave., New York 17, N. Y.

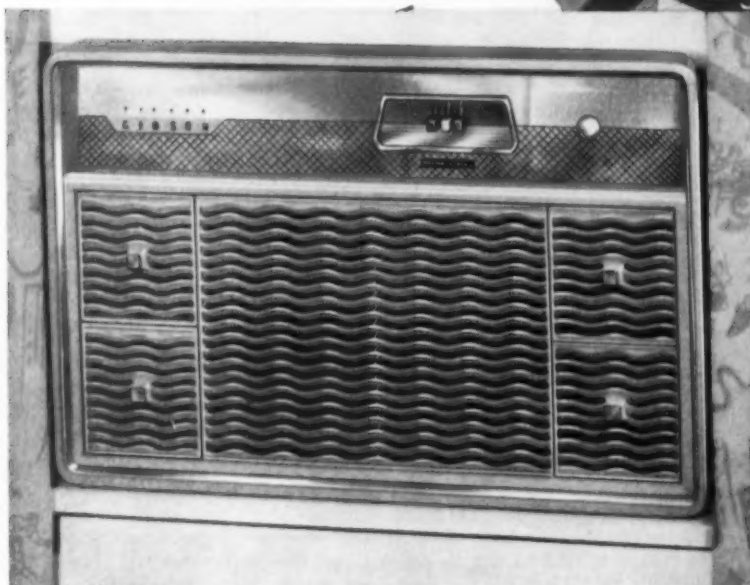
### Adequate Wiring Hits 100



**ACCEPTING** the 100th certification license issued by the National Adequate Wiring Bureau are the officers of the Adequate Wiring Bureau of Central New York, with headquarters in Syracuse. From left to right are Samuel Weinstein, chairman of the Syracuse bureau, Peter J. Donohoe, vice president of the new bureau, and Donald E. Vincent, executive secretary and treasurer.



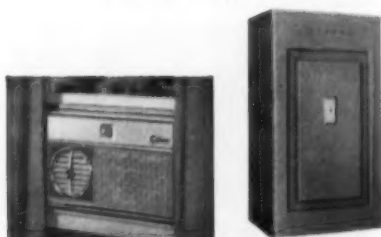
draft-free circulation in **any** direction!



Gibson's adjustable twin louvers on the front of the air conditioner give direct air flow to any part of the room, without annoying drafts. That's something you can *sell*! And look at these other advantages of the Gibson GAC-771B  $\frac{3}{4}$  h.p. model:

- Takes less current to run than a toaster, electric iron, or other small appliance!
- No special wiring—plugs into any multiple 115-volt circuit.
- "Do it yourself" mounting kit makes installation easy.
- Installs in half the time because most of mounting kit is factory-installed. You can install twice as many per working day!
- Low operating cost, less than 1 kilowatt per hour!

## Gibson has a **complete line**



No matter what your customer needs, you have it with Gibson. You sell the quality customer with the Custom Air Conditioner shown here, and the price conscious customer with the Deluxe model shown above. Both available in  $\frac{3}{4}$ , 1, and 2 h.p. models. And for larger residential or business installations, you sell the powerful, efficient, self contained Gibsons in 2, 3, 5, and 8 h.p. models.

SEE GIBSON ON NBC's-TV "HOME SHOW"  
WITH ARLENE FRANCIS EVERY THURS.

79 years of experience and millions of satisfied customers mean you can always rely on

# Gibson

REFRIGERATORS • ROOM AND SELF CONTAINED AIR CONDITIONERS  
FOOD FREEZERS • ELECTRIC RANGES • BUILT-IN RANGES

ELECTRICAL MERCHANDISING—FEBRUARY, 1956

Gibson Refrigerator Company, Dept. EM  
Greenville, Michigan

Send me all the reasons why I can make more profit with the Gibson air conditioning line.

Name .....

Firm Name .....

Address .....

City ..... State .....

## COLOR TV

The network schedules of color television for the month of February includes the following programs:

**DAILY**, Monday thru Friday (except Feb. 1, 20, 21, 22), 3-4 EST, NBC—"Matinee" dramatic series.

**DAILY**, Monday thru Friday, 5:30-6 EST, NBC—Howdy Doody.

**FEB. 5**, 4-5:30 EST, NBC—Maurice Evans Presents "The Good Fairy" with Julie Harris.

**FEB. 6**, 9-10:30 EST, NBC—Robert Montgomery Presents.

**FEB. 6**, 10-11 EST, CBS—Studio One.

**FEB. 10**, 9:30-10 EST, NBC—Star Stage, "White Night."

**FEB. 12**, 3:30-4 EST, NBC—Zoo Parade.

**FEB. 14**, 9:30-10:30 EST, NBC—Playwrights '56.

**FEB. 16**, 8:30-9:30 EST, CBS—Shower of Stars.

**FEB. 19**, 3:30-4 EST, NBC—Zoo Parade.

**FEB. 21**, 8-9 EST, NBC—Milton Berle.

**FEB. 26**, 7:30-9 EST, NBC—Sunday Spectacular.

## Color TV: Breakthrough

**Folsom of RCA predicts color TV sales may account for as much as \$175 million at retail in the coming year; others see 300,000 sales**

Color television sales may reach a third of a million units in 1956 and dollar volume—according to RCA president Frank Folsom—may reach \$175 million at retail.

On the threshold of the new year, industry guesses of the year's output ranged from 150,000 to 500,000. Here's what some of the manufacturers were saying:

Emerson's Abrams .....	500,000
Motorola's Galvin .....	300,000
Raytheon's Argento .....	300,000
Hoffman's Hoffman .....	250,000
Sylvania's A. L. Chapman ..	250,000
CBS-Columbia's Bonfig ....	200,000
Sylvania's Mitchell .....	200,000
G-E's Dr. Baker .....	150,000

Late last month, RCA vice president Robert Seidel told the National Dry Goods Association convention in New York that "this year color will really take off."

He said, "Right now, RCA's dealers are selling color receivers at only about a thousand a week—but the volume is mounting daily. During 1956, RCA will manufacture—and our distributors and dealers alone will sell at a profit—upwards of 200-thousand receivers."

RCA earlier introduced what it called "the industry's first complete line" of color television. The five 21-inch sets introduced in December range in price from \$695 to \$995. Also during December, RCA cut the price of its color service contract from \$140 to \$99.95 for 12 months.

An extensive advertising campaign on the new RCA line was released last month, beginning on the "Peter Pan" colorcast. This will be followed

with other NBC radio and television space and ads in leading consumer magazines.

RCA is also planning Spring Color Fashion Festivals in 150 key department stores. This is just one of a growing number of promotions built around color TV. A Brooklyn department store last month, for instance, held a series of "Matinee Teas" in conjunction with the NBC "Matinee" color program.

CBS-Columbia reported good results with a pre-Christmas color promotion it tried in the New York area.

Chicago was the scene of another recent color promotion. Polk Bros. sent a pack of "Vogue" colored cigarettes to leading executives all over the country offering to prepay freight to any place in America on sets bought at Polks. Sol Polk indicated that color sets were moving well as the result of his various promotions.

As the color pace quickens, other manufacturers are announcing plans for expanded color activity. Sylvania announced last month that it would begin "volume" color production in April. Admiral introduced a new 21-inch color set for \$895. And Raytheon announced a "city-by-city sales program" to spur color sales.

RCA president Frank Folsom announced that his company would produce twice as many color sets in the first half of 1956 as in the last six months of 1955. He concluded, "Color television is with us as a potential billion dollar baby. As 1955 closed, it was fully apparent that 1956 will be the first big year of color production and sales, pointing to mass output and lower prices."

## CBS-Columbia Launches Line...

**... with "convenience, mobility, and improved sound" Bonfig announces \$2 million ad campaign for first half of 1956, cites "amazing success" of color TV promotion**

CBS-Columbia introduced its 1956 line to distributors last month with the comment that the television business is going the way of the auto industry.

President Henry C. Bonfig said the picture today was similar to that in the auto industry 25 years ago. Some manufacturers have already been forced out of the running and others are dropping out voluntarily.

He said, "Engineering and research will provide the fulcrum for balance and survival in the TV field in 1956. Without it, a company can resign itself to being just a follower and expect to fall by the wayside." He added that of course "sales and merchandising retain their normal importance" in the success picture.

**The '56 Line.** In the new line, "convenience is the by-word," according to Gerald Light, advertising manager. A new "robot tuning" device has simplified tuning in the new sets; improved sound has been obtained through a new "focusing speaker" and a "choir" of three speakers; remote control is provided in a unit that plugs into "robot tuning" receivers; and "turnabout and rollabout" features give increased mobility.

The new series will be backed with a \$2,000,000 advertising push in the first six months of 1956. After a two-page kick-off in the Feb. 6 issue of *Life*, the drive will include more magazine inserts and exposure on the Arthur Godfrey, Edgar Bergen, Bing Crosby and Amos 'N' Andy shows. The campaign is tied to the theme, "More of the Best Than All the Rest ... and the Nine Most Wanted Features in Television."

### \$5 Million Picture



**AS A GRAPHIC** demonstration of how much money Sylvania Electric Products Inc. invested in its 1956 television sets, Bernard O. Holsinger, general sales manager of radio and television, and Jeanne Kessey, "Miss San Francisco," have piled up \$5,000,000 around a "Cabinet of Light." That was the amount spent in engineering, designing and tooling up for the new line plus the costs of the necessary raw materials.

**New Transistor Radio.** CBS-Columbia also unveiled its line of transistor radios, including a \$100 home radio which provides radio entertainment, by battery, cheaper than a unit operating on household current. The company also has a personal portable, weighing less than 14 ounces, which sells for \$70. This unit will be shipped starting in mid-February.

**Color TV Success.** President Bonfig termed the company's recent New York promotion "amazingly successful." Under the plan, dealers offered full trade-in, up to \$400, for old sets turned in on black and white receivers. In the first 10 days of the promotion, CBS-Columbia sold more than 357 color sets to dealers.

Norman C. Owen, vice president in charge of sales, said 128 color sets were sold to consumers in the 10 shopping days. He said the promotion would be used in "two or three other markets—Chicago, Cleveland, and possibly Boston." Officials noted that dealers who promoted color in New York found no drop in black and white sales.

## Radio-TV Briefs

• **General Electric** last month commenced fair trading its radios. The item is now in the small appliance family. Meanwhile, television, which has gone to the major appliance division, has been removed from the suggested price system. Prices will be recommended by distributors.

• **Sparks-Worthington** has discontinued the manufacture of radio and television sets in the U. S., according to president John J. Smith. The company will continue in the electronic remote controls field, he said.

• **Trav-Ler Radio Corp.** recently introduced 21 new television sets and a pocket sized transistor radio. President Joe Friedman said the radio can be operated for one cent per hour and will be popularly priced.

## New Tele-Census Out

Tele-Census number 14, a study of TV owners in Los Angeles, has just been released. Color set ownership interested 19.4 percent "greatly" and 43.2 percent were "lukewarm." "Small" interest was expressed by 37.4 percent.

Among the owners, 62.5 percent still have their first set. About 29.1 percent are on their second set and 8.4 percent are on their third. Asked, "Mechanically, has your set given satisfactory service?" 85.6 percent said yes and only 14.4 percent said no.





**hear it now** *for the first time—*

QUIET-GUARD, Welbilt's amazing new room air conditioner feature . . . muffles sound, dry-cools complete room in record time!



**Welbilt**

**QUIET-GUARD**

**A COMPLETE LINE WITH EVERYTHING FOR YOU!**

- 1 EARLY BIRD SPECIAL** — Extremely attractive early season prices for 1 or a hundred units. Don't delay — see Welbilt today.
- 2 PRICE LEADER** — to keep you competitive against traffic baiters.  $\frac{3}{4}$  H.P. model with the basic features for unbeatable air conditioning value.
- 3 DELUXE LINE** —  $\frac{3}{4}$ , 1,  $1\frac{1}{2}$ , 2 H.P. models featuring:
  - Sill Slim Flush Mount
  - Quiet-Guard Adjustable 2-way cooling
  - Super Powered Dry Cool Dehumidifier
  - Automatic Temperature Control
  - Heater for Chilly Days
- 4 PLUG IN WINNER** — luxurious  $\frac{3}{4}$  H.P. model anyone can take home for immediate use. Plug in like a toaster — to overcome landlord, or city ordinance restrictions or special power line requirement. Available in  $7\frac{1}{2}$  amp. rating.
- 5 WELBILT 2 H.P. GIANT** — easy to install Big Power air conditioner to quickly and efficiently cool a few rooms or large size areas. Every deluxe feature with special adjustable directional louvers.

**America's spectacular  
Air Conditioner buy!**

**Welbilt**

**VALUE CAN'T BE MATCHED!**

**Welbilt sells DIRECT to YOU!**

**Welbilt offers Dating and Local Warehousing at  
incredibly advantageous prices in a complete across-  
the-board line for speedy sales closings.**

**You can call your Local Welbilt Sales Representative  
or wire collect for a speedy demonstration.**

**WELBILT CORPORATION**

Executive Offices and Eastern Plant, Maspeth 78, N. Y.—Western Plant—Detroit, 31, Mich.  
Manufacturers of Welbilt Gas-Electric Ranges • Detroit Jewel Gas Ranges • Garland Commercial Cooking Equipment



..... It's a Meat Grinder

## President's Pitch

To introduce a radical new product, R. I. Lappin, president of Shetland Co., last month made the rounds of New York editorial offices.

Here's a candid camera recording of Lappin's pitch to ELECTRICAL MERCHANDISING editors as he demonstrated the "Foodsmith"—a combination blender, mixer, knife sharpener, can opener, meat grinder, salad maker and slicer. The basic unit, incorporating the first four of these functions, retails at \$69.95.



..... A Can Opener



..... A Knife Sharpener



..... And a Mixer

## Association Briefs

• The Air Conditioning and Refrigeration Institute reports that attendance at the recent ARI convention in Atlantic City set an all-time record with 13,376 registrations. This is 10 percent higher than the record established in Cleveland in 1953 and 45 percent higher than any previous exposition held in Atlantic City.

• Los Angeles' Winter Furniture Market is expected to kick off a "year that could be the greatest in volume for the entire Western furniture industry," according to executive director A. V. MacDonald. The market runs from January 30 through February 3.

• The 1956 International Home Building Exposition to be held May 12-20 in the New York Coliseum is drawing heavy support from appliance manufacturers and distributors, according to Charles M. Jaeger, exposition president. He said an attendance of over 500,000 is expected for the "Showcase For Better Living" in the brand new Coliseum building.

• The National Association of Electrical Distributors announced last month that both sales and profits were up for distributors in 1955. Executive director Arthur W. Hooper said sales were up 12 percent and profits were up for the first time since 1950. NAED also announced recently that William Mumpower, formerly assistant to the executive secretary, has been promoted to the newly-created position of secretary-committee activities. Thomas F. Preston, public relations manager, is the new secretary-field activities.

• The 1956 Electronic Parts Distributors Show has completed drawing for spaces for the May 21-24 show. Chairman Jerome M. Kirshbaum also announced that several new features have been added to this year's show which is slated for the Conrad Hilton Hotel in Chicago.

• NEMA's electric housewares section has announced the election of new officers. Chairman is D. L. Alfred, department manager, Electric Blanket Mill, Fieldcrest Mills Inc. Vice chairman is R. W. Williams, sales manager, electric housewares division, Arvin Industries, Inc.

• TESA-Chicagoland, an affiliate for NATESA, has re-elected Frank J. Moch as president. Joseph Blink was moved from second vice president to first vice president, Larry Corlew from secretary to second vice president.

• Electric Associations in three areas have announced new officers. H. C. Moses, Jr. has been named president of the Chicago Electric Association succeeding A. H. Schnieder. Donald Davis succeeds C. E. Barnickel as president of the Electric Association of Kansas City. George E. Whitwell is the new president of the Electric Association of Philadelphia.

## You'll Sell To Canadians

Each year more and more tourists are coming south across the border spending larger and larger sums; for many northern appliance dealers it's big business

Appliance dealers, especially in northern states, will cash in this year on a \$300 million tourist trade from Canada.

The Canadian government recently estimated that \$300 million was the amount Canadian visitors will spend in the United States this year. The government also noted that over 21 percent of the Canadians coming to this country come with the primary purpose of buying.

This survey was made by officials in Ottawa to determine the extent and characteristics of the south-bound tourist trade. Between August and December, 47,000 questionnaires were mailed to Canadians who had visited the U.S. The answers reveal some information that could be helpful to American dealers interested in cornering some of the profitable Canadian business.

Besides the 21.3 percent who came solely to shop, a large percent of the tourists did some buying. The 21.3 percent, however, did practically nothing but shop and they took full advantage of the \$100 customs exemption.

These shopper-Canadians travelled by various means: boat, 26.5 percent; automobile, 22.4 percent; bus, 21.8 percent; air, 15.2 percent; and rail, 15.4 percent.

The average shopper usually returns to Canada soon after the 48 hour time limit required for customs exemptions and the average stay for this group is 3.2 days. While this group has the highest average expenditure per person per day, the other tourists spent more on the average during the whole trip.

Checking destinations. The tourists who travelled by automobile were attracted to states like Montana and North Dakota, while the non-auto tourist heads for the larger cities—Chicago, New York, etc.

Spending is expected to be on the upswing in 1956 and some Canadian officials are worried about the trend. Resources Minister Jean Lesage recently urged the Federal-Provincial Tourist Conference to promote Canadian trips for Canadians. As Canada's tourist dollar deficit grows, this "See Canada First" campaign will gain momentum.

The visiting Canadians will be in a buying mood, however, especially for housewares and small appliances. Car registration is up and the recent annual survey of household facilities indicates that consumers are on a buying spree.

Now 39 percent of Canada's homes have TV in contrast to 22 percent a year ago. Between 1953 and 1955, saturation on mechanical refrigerators jumped from 66 percent to 76 percent. Ranges rose from 58 percent to 63 percent and vacuum cleaners rose from 48 percent to 52 percent.

## Diehl Fair Starts

An expanded campaign, aimed at 11,001,853 prospects, has been launched for 1956 by Diehl fans.

The "Diehl Fan Fair" campaign will be the company's "greatest concentrated effort to distribute fans through consumer outlets," according to officials.

## Ohi Kit Is Ready



OPERATION HOME IMPROVEMENT kicked off last month with a federal proclamation on Jan. 16. At that time it was also announced that promotion kits are available, for \$5 apiece, from OHI at 10 Rockefeller Plaza, New York 20, N. Y. The package contains all the materials needed to tie in with the campaign at the local level, officials said.



# The lady...

## FOUND THE MODERN BUILT-IN LOOK FOR HER NEW KITCHEN

It made sense—and the sale! Where else should all the heat from a built-in be trusted, but in fireproof steel? You told her, too, that Republic Steel Kitchen oven and range cabinets could achieve the built-in look without costly structural changes or framing in. They offered a world of extra storage, gave her new Republic Steel Kitchen a truly custom appearance . . . and all from stock units right from your distributor. Sure beats trying to sell a built-in *out of a crate!*

### THIS PROFITABLE OPPORTUNITY IS YOURS!

Find out how Republic Steel, the only company with "mine to market" facilities, puts you in the kitchen business with the line that gives customers the *most for their money*. Start the coupon on its way for this free booklet.

## REPUBLIC STEEL

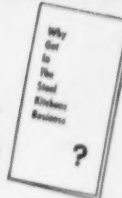
*Kitchens*

IN CLASSIC WHITE • LARGO YELLOW  
TEMPO TURQUOISE • PRELUDE PINK



### REPUBLIC STEEL KITCHENS 1038 Belden Avenue • Canton 5, Ohio

- ☐ Send me free copy of "Why Get in the Steel Kitchen Business?"  
☐ Have my Republic Steel Kitchens distributor call on me.



Dealership \_\_\_\_\_

Individual \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ County \_\_\_\_\_ State \_\_\_\_\_

EM-262

C-1265

**EASY WASHER DIVISION**, and Murray Co. executives smile happily at new washer-dryer combination introduced to distributors at Chicago meeting just before winter market time. From left, William Stillwell, consulting engineer who designed the new unit, T. W. Hardy, vice president The Murray Co., Byron C. Gould, president The Murray Co., W. Homer Reeve, manager Easy Washer division, G. W. Burns, general sales manager, Easy Washer division and Richard E. Weiss, advertising & sales promotion manager, Easy Washer division.



## 1956: An "Easy Year"

The new Easy Washing Machine Division of the Murray Corp. of America unveiled its 1956 line to a convention of more than 400 distributors in Chicago last month. Highlights of the meeting were the new combination washer-dryer and Easy's \$4,000,000 advertising and promotional program.

The new combination, selling for \$479.95, was heralded as "the space-savingest washer-dryer ever built." The unit is 27 inches wide, 36 inches high and 25 inches deep. The company says this is less than half the space required by a separate automatic washer and dryer.

Richard E. Weiss, advertising and sales promotion manager, said, "Easy's new line will receive the largest and most vigorous advertising and promotional support in the country's 79-year history." Easy will enter television for the first time with sponsorship of Arthur Godfrey's morning show on CBS-TV and radio.

The campaign also includes magazine advertising in leading magazines

and a 354 key city newspaper campaign.

Byron C. Gould, president of Murray, keynoted the meeting with an outline of Murray's plans for its new Easy division. He said, "Murray now has diversification in four different industries with infinite opportunity for growth in each."

Gould said that Murray has, in the past, researched major contributions in the automatic washer field. With the development of its "revolutionary combination washer-dryer" Murray wanted its own company to market the product. He said, "We selected Easy because it's an old and well respected name in the industry."

The Murray president added, "We are accelerating all phases of new product development under the direction of Thomas W. Hardy, vice president." He concluded, "We shall also make the investment of whatever capital is necessary to activate a strong merchandising campaign using top advertising media, and comprehensive sales promotion programs."



**MURRAY PRESIDENT**, Gould, told distributors that Murray has been in the home laundry field for 15 years as a supplier. He has full confidence in the "Stillwell concept" that led to the development of Easy's new combination unit. He expects Easy to regain its place in the industry by introduction of new products and use of new and more promotional materials.

**OPENING THE MEETING**, W. Homer Reeve told Easy distributors he "never felt so confident that the future ahead is bright." Reeve thinks 1956 will be "Easy year."



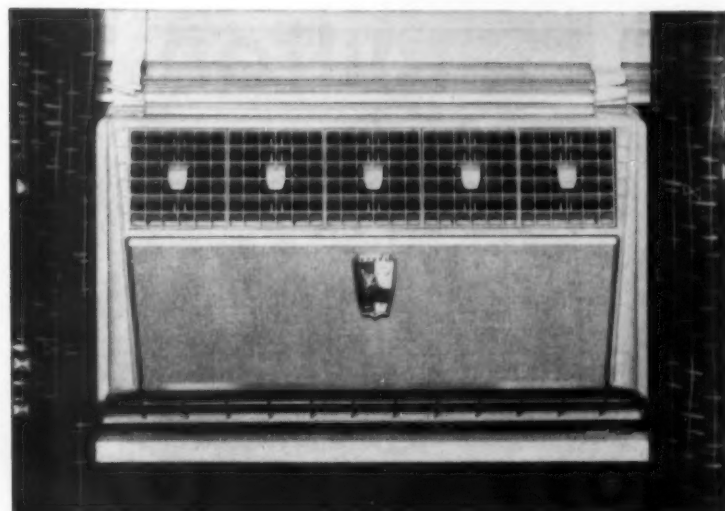
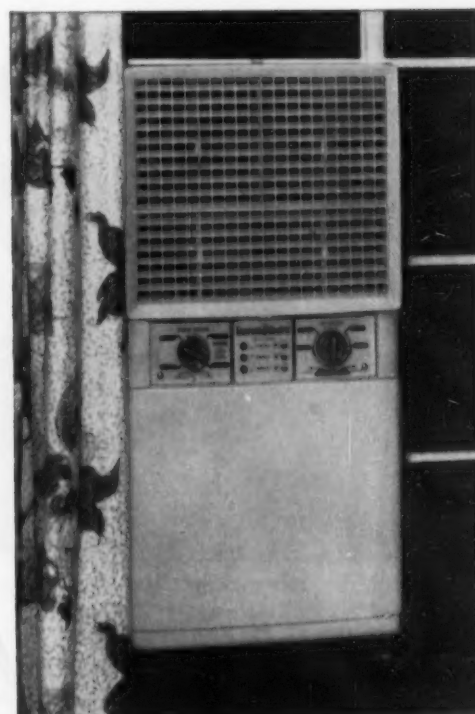
**CHARGED WITH PRODUCT** development, Murray vice-president Tom Hardy expects to bring color into the line by next year. New styling will help build market but he counts more on exclusive features to increase sales.

**RESTING** between sessions of Easy meeting are L. Minash, left, and William Wilkin, both of General Utilities Corp., Milwaukee distributor.

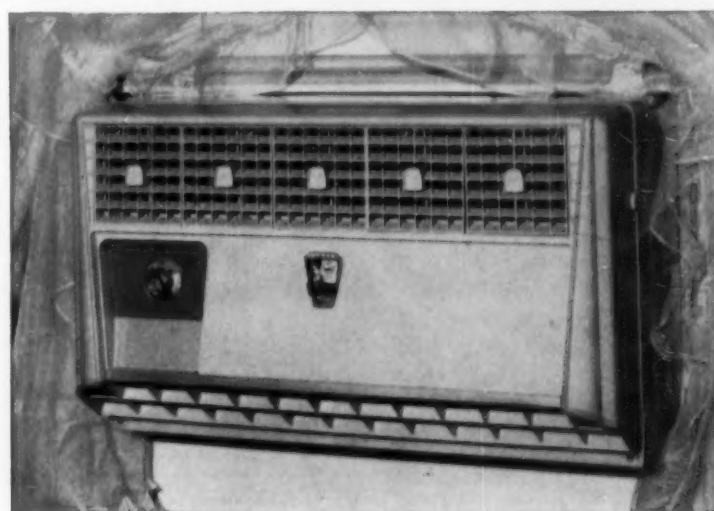


**Emerson-Electric introduces the industry's most colorful, completely versatile 1956 line, 3 value-packed series... all priced for profit!**

NEW DeLuxe ¼ H.P. Casement Window Unit with no exterior overhang! Mounts in casement windows without modification; window can be fully opened or closed.



NEW DeLuxe ¼, 1, 1½ H.P. Units with selective color decorator panels, optional reverse cycle heating, new quietness.



NEW ¼ H.P., 1 H.P. Hi-Standard Units. New low priced New single-knob control.

## **What other air conditioners give you so many selling features?**

*Extra Sales Features Galore* in the all-new for 1956 Emerson-Electric full line of DeLuxe, Hi-Standard and Casement model room air conditioners!

You get *functional features that sell:*

- *New Low Prices*—with new high-power cooling. All Emerson-Electric units exceed by far the Power Factor requirements of ASRE, yet you'll find prices are *more than competitive!*
- *Simplified Single-Knob Control* on

Hi-Standard units turns on cool *de-humidified* air, removes up to 4 pints of moisture from the air every hour.

- *Directional Cooling*—Adjustable louvers *pin-point* coolness, to the right, left or *both* sides. Eliminates unpleasant drafts.
- *Automatic Reverse Cycle*—Units automatically cool or heat, depending on room temperatures, using new two-way thermostat. No attention necessary.

### **PLUS OTHER VALUE FEATURES**

*Amerglas Air Filter*—most efficient disposable filter available for today's units. *Higher actual capacity*—low power input combined with low running current consumption gives highest rated capacity possible *with true economy*. *Five-Year Warranty* on all refrigeration units!

For *immediate* line-price information write, wire or phone: Air Conditioning Division, Dept. 6010, THE EMERSON ELECTRIC MFG. CO., 8100 FLORISSANT AVE., ST. LOUIS 21, MO.

**Emerson-Electric of St. Louis**  
Since 1890

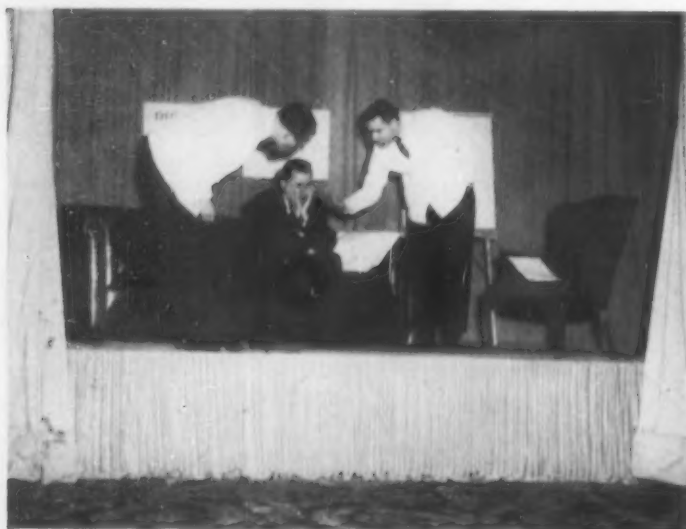




**DIRECTOR OF DISTRIBUTION** William Bond addresses the Hamilton distributor sales in Chicago last month. Officials commented on record 1955 sales.



**EXPANDED ADVERTISING** and promotion campaign for 1956 is presented to the company's distributors and field sales personnel by Dave McDermand, Hamilton's advertising and promotion manager.



**SKIT SHOWS** patient distributor getting advice from two psychiatrists. "Doctors" C. H. Rippe, left, (sales manager) and McDermand, right, prescribes the new Hamilton products as a "cure" for Bob McCambridge's blues.



**PRESIDENT** E. P. Hamilton hands out dealer promotional items in gold leather presentation books at the end of the two-day meeting.

## Hamilton Hoists Its Sales

Hamilton Mfg. Co. is emphasizing simple operation in its new line of laundry equipment, displayed last month to distributors in Chicago. The new "Touch-and-Go Controls" provide a complete range of washing and drying with only four controls.

Hamilton is playing up this reversal of the industry trend toward complicated automatic controls. The story will be told in an expanded ad campaign, according to C. H. Rippe, sales manager. Hamilton is doubling its trade paper program and nationally is using full color pages in *The Saturday Evening Post*, *Time*, *Better Homes & Gardens*, *American Home* and *Sunset*.

For local markets, Hamilton has established a market management fund, in addition to its cooperative advertising program, to assist distributors. The local market promotion package includes full color billboards, one minute and 20-second television spots, a merchandising kit, specification sheets plus dealer direct mail, publicity press kits and newspaper mats.

Samples of all these materials were

bound in gold leather presentation books and given to each distributor who were in attendance at the Chicago sales meeting.

**Increase In 1955.** Rippe reported that sales in 1955 reached an all-time record. He commented that Hamilton will remain in the laundry equipment business only. He believes that recent mergers, such as RCA-Whirlpool-Seeger, have made excellent distributors available even in secondary markets.

Hamilton will continue to sell exclusively through independent national distributors, Rippe said, and first shipments of the 1956 models were slated to reach distributors last month.

The company's new line includes two washers and two dryers in the high end "300" series and a washer and three dryers in the "200" series. Prices in the higher series start at \$329.95 for the automatic washer and \$249.95 for the electric clothes dryer. The automatic washer in the "200" series sells for \$279.95 and the electric dryer has been ticketed at \$219.95.



# GENERAL ELECTRIC REDUCES PRICE

and improves your fastest-selling steam and dry iron 2 ways!



1. **NEW EVEN-FLOW** steam system provides constant volume of steam no matter what fabric is being ironed . . .
2. **NEW CORD-LIFT** allows right-handed or left-handed ironing. Keeps cord out of the way at all times.

### PLUS all these other features:

- Irons most fabrics without sprinkling
- Presses like a tailor
- Changes instantly from steam to dry
- Light, light weight—only 3 pounds
- Large soleplate—more than 30 square inches
- Visualizer Fabric-dial prevents scorching

Better order from your General Electric distributor right away

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**



## STEAM and DRY IRON

General Electric Company, Housewares and Radio Receiver Division, Bridgeport 2, Connecticut

\* Manufacturer's Recommended Retail or Fair Trade Price.

### Get your free kit NOW!

F. E. Jost, Dept. 21  
General Electric Co.  
1285 Boston Ave., Bridgeport 2, Conn.

Please send me one free PROMOTION KIT for the new G-E Steam and Dry Iron.

Dealer's Name \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

EM256

# New Plants Abuilding

**More manufacturers announce plans for increased factory and warehouse space; Lewyt sets \$10 million expansion program in action**

Appliance manufacturers continued to place long-range confidence in the industry, judging from the reports of new plants and facilities issued last month.

Alex Lewyt announced that he would spend \$10 million to expand his three corporations during the next five years. He said the program started last July with the \$2 million purchase of the Ford Instrument Building in Long Island City. Lewyt said he anticipates a 35 percent increase in vacuum cleaner sales in 1956 and the combined sales of his three companies will amount to \$100 million during the coming year.

Motorola announced a million dollar building program to expand the company's car radio manufacturing facilities in Arcade, N. Y. President Paul V. Calvin said plans call for a 30,000-square-foot, one-story addition to the present 60,000-square-foot building. Construction will start in early spring and the completion date is scheduled for late 1956.

Sylvania recently announced plans for a new 86,000-square-foot warehouse and sales office in Los Angeles to serve southern California and nearby western states. Construction has already begun and completion is scheduled for May 1, 1956, according to Curtis A. Haines, vice president.

Speed Queen Corp. reports a "giant plant expansion program" in early 1956. President H. A. Bumby said an estimated one million dollars will be

spent on new construction and modernization. The program will effect only the Ripon, Wis. plant that manufactures wringer and automatic washers.

Philco has acquired a plant in Spring City, Penna., to use in the manufacture of transistors. The new plant contains approximately 100,000 square feet of manufacturing space. By April 1, all Philco transistor work will be centered in the Spring City plant.

Eastern Metal Products Corp. will open its fourth and largest plant at Ft. Smith, Ark., about Feb. 10, according to Arnold Troy, president. The 400,000 square-foot building will cost more than \$2,500,000. The plant will be used for the manufacture of deep fryers, steam and dry irons, electric skillets, fans, electric toasters and other newly developed items.

Norris-Thermador has completed a \$125,000 product development laboratory building, according to William E. Cranston, first vice president. The Los Angeles facilities will consolidate the research and development programs formerly conducted at one Milwaukee and four Southern California plants.

Son-Chief Electric, Inc. is completing its second addition within a year. The first, a 160 foot wing added in late 1954, was totally destroyed in the August flood that swept through Winsted, Conn. That wing has been rebuilt plus the new 120 foot wing.

## Kelvinator Winner Picked



AMERICAN MOTORS president George Romney, right, picks the name of the winning Kelvinator dealer at the end of the presentation of the 1956 line. B. A. Chapman, left, vice president and general manager of Kelvinator division, and Walter Jeffrey, vice president-sales, watch. Winner of a 1956 Rambler was Mrs. Jean Blackmore, E. Liverpool, O.

## Manufacturer Briefs

• **General Electric Distributing Corp.**, a wholly-owned subsidiary of G-E, has been discontinued as a separate corporation and its three components—the G-E Supply Co., The Hotpoint Appliance Co., and the G-E Appliances Co.—will become parts of the parent organization. The G-E Supply Co., with Charles R. Pitchard as president, will become a division of the company's Distribution Group; G-E Appliances Co., with Paul A. Tilley as president, will become a department of the Appliance and Television Receiver Division; and the Hotpoint Appliance Sales Co., with H. Boone Zimmerman as general manager, will become a department of the G-E Supply Co. Division.

• **The Dayton Pump and Mfg. Co.** has changed its name to the Tait Mfg. Co. in honor of Frank M. Tait, chairman of the board who founded the company in 1908. Louis Wozar, president, announced the new name at the company's "Recognition Day" ceremonies paying tribute to employees, products, and management.

• **Whirlpool-Seeger Corp.** has opened five regional sales offices, according to Jack Sparks, general sales manager. The offices are: Eastern, 630 Fifth Ave., Suite 1753, N. Y. 20, N. Y.; Southeastern, Fulton National Bank Bldg., Suite 621, Atlanta 3, Ga.; Midwestern, The Merchandise Mart, Suite 1112, Chicago 54, Ill.; Southwestern, The Meadows Bldg., Expressway at Milton, Suite 334, Dallas, Texas; and Western, The Equitable Building, 6253 Hollywood Blvd., Hollywood 28, Calif.

• **Viking Air Conditioning**, division of

the National-U. S. Radiator Corp., has changed its name to Viking Air Products. Officials said the name more accurately describes its manufacturing line, which includes a wide range of products from blowers to fans.

• **Air-Way Industries, Inc.** has formed a special products division to spearhead the company's program of product diversification, according to M. H. Pendergast, Air-Way president. He said the new products generally will be made available to other companies in the appliance field on a "private brand basis."

• **Sylvania** has formed Sempa Electronics, S. A., a subsidiary to manufacture television sets and tubes in Mexico. The new company now is building a 40,000 square-foot plant in Monterrey. Production is slated to start in early March.

## New Combination From Maytag



MAYTAG OFFICIAL Claire G. Ely, left, general sales manager, and Roy A. Bradt, vice president in charge of marketing, examine the company's new freezer-refrigerator combination. Maytag introduced the unit along with a line of automatic "all-fabric" washers and "no-vent" dryers last month in Chicago.

## Nassau Bound

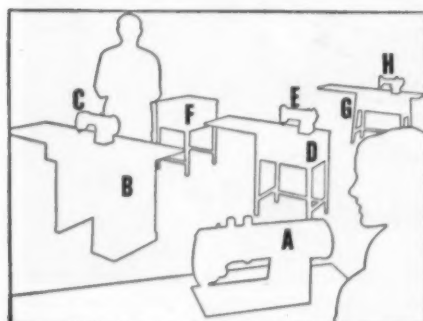


CONGRATULATIONS are in order for C. H. Hunter, left, winner of an all expense paid trip to Nassau in the White Products Corp. contest for divisional managers. A. D. Vining, vice president in charge of sales, wishes Hunter "bon voyage." Vincent Anderson, sales promotion manager, said a new contest will feature a trip to Paris, Madrid and London.





## Sew easiest/sell easiest with a White!



**SELL EASIEST/EARN MORE** with White Sewing Machines (A) 666 Automatic Rotary, (B) 17 desk, (C) 651 Zig Zag Automatic, (D) 110 walnut console, (E) 277 Rotary De Luxe, (F) 21 modern console, (G) 117 maple cabinet, (H) 243 Standard.

### Protected . . . exclusive franchise builds security for the future

Actually try one yourself! You'll see why a WHITE Automatic Rotary is *easiest* to use . . . and, therefore, easiest to *sell*. This is the *lowest cost* automatic zig zag machine available from a long-experienced American manufacturer. When you handle it, you enjoy the longest *profit margin* of any. Plus a *protected . . . exclusive franchise*!

In addition, you are supported by the most spectacular advertising and merchandising campaigns we've ever had.

**Over 20 million women** (readers of LIFE, GOOD HOUSEKEEPING, LADIES' HOME JOURNAL, PARENTS' MAGAZINE and SEVENTEEN) are seeing unique, hard-selling WHITE ads through the year. (Full color, too.)

In your store, many unusually effective merchandising aids help them decide on a WHITE. (And, help you sell it!)

**When can you talk with us?** We're ready, right now, to assign new sales territories for the famous WHITE line. (Some shown above.) You know the WHITE name. So do your customers. And, they'll know even more about it this year.

Take a few minutes to find out about our proposition. Write, wire, or call us. We'll show you a machine and a price that can't be matched. WHITE SEWING MACHINE CORPORATION, Cleveland 11, Ohio. In Canada, the White Sewing Machine Products, Ltd., 602 King St. W., Toronto, Ontario.

**WHITE** sewing  
SINCE 1876 machines

## PEOPLE

### H. J. Moeller, 56

Harry J. Moeller, 56, Northwest regional sales manager for Hamilton Mfg. Co. passed away recently from a heart attack. A native of Cincinnati, O., Moeller was with Puget Sound Power & Light Co. and F. B. Connelly Co. before joining Hamilton six years ago.

### S. A. Loeb, 69

S. Arthur Loeb, chairman of the executive committee of Webster Electric Co. died in San Diego, Calif. recently at the age of 69. He joined Webster in 1909 as treasurer, later becoming sales manager, secretary-treasurer and finally, in 1926, president. He was elected chairman of the board in 1952 and chairman of the executive committee in 1954.

### King Joins Mart

Thomas King has been appointed vice president in charge of advertising marketing, and promotion for The Merchandise Mart. A replacement for Robert Johnson, King was formerly the publicity director of the Chicago Stadium for eight years.

### New EEI Director



**EDWIN VENNARD** has been named vice president and managing director of the Edison Electric Institute, according to president Harlee Branch, Jr. Vennard will succeed Col. Howard S. Bennion, who retires June 1. Vennard, former president of the Middle West Service Co., Chicago, joins the Institute on or about March 1.

### Christmas Knight



"YOU'LL BE her knight in shining armor when you give her a Roto-Broil 400 for Xmas," says the sign carried by a shining knight through New York's busy pre-Christmas streets. Sign was one of several gimmicks in a week-long drive.

ment for Robert Johnson, King was formerly the publicity director of the Chicago Stadium for eight years.

### Ney Joins Ayer

Richard T. Ney, who started with N. W. Ayer & Son, Inc. in 1937 has rejoined that agency after an absence of 15 years. The former Cleveland manager of *This Week*, Ney will be a service representative in Ayer's New York office. He also headed *This Week's* distribution studies for the appliance industry and was previously advertising manager for Waring Products Corp.

### Sam Sampson, 62

Samuel Sampson, 62, president and founder of Sampson's television and appliance stores in Milwaukee, died recently in Miami Beach of a heart attack. The well-known Milwaukee philanthropist started his retailing career with a bicycle shop in 1917 and pioneered local radio retailing. For a short time in the 1930's, he manufactured table model radios as the Clinton Radio Co., Chicago. His sons, Harold and Bernard J., are active in the business.

### Contest Briefs

More than 275 Capehart distributors and dealers left Jan. 13 for a nine-day cruise to the West Indies after winning in the Capehart Sell 'n Sail contest. William Young, general sales manager, said several new TV and high fidelity models were previewed during short business sessions aboard ship.

Raytheon Mfg. Co. recently concluded a \$10,000 "year-end prize bonanza" for wholesale distributors, according to Cliff Knoble, director of merchandising. The \$10,000 in prizes will be distributed to total of 80 salesmen.

Norge recently sent more than 1,200 appliance dealers to Mexico and Puerto Rico for vacations. The award winning dealers left on flights Jan. 4 and Jan. 9 for Puerto Rico and on Jan. 15, 20, and 25 a group left for Mexico.

### Advertising Plans

Toastmaster has joined with Downy-flake frozen waffles and Log Cabin syrup in a \$250,000 Lenten campaign. The six week, three-way promotion will break in *Life* with a four-color spread Feb. 20. Color pages will follow in *This Week* and *Parade* plus advertising in Sunday supplements and local newspapers.

General Electric has announced a "record advertising budget" for its 1956 television line. Harold J. McCormick, department advertising manager, said the increased appropriation will mean greater use of all media.

Crosley and Bendix home appliances have announced a \$6,000,000 national and local advertising campaign, paced by the Sunday night NBC Comedy Hour and an average of a page a week in *Life*.

## VCMA's Old and New



**PAST AND PRESENT** presidents of the Vacuum Cleaner Manufacturers' Association discuss the industry prospects for 1956 at the recent VCMA convention in Cleveland. Retiring president C. G. Frantz of Apex Electrical, left, told members that 1955 volume was up 25 percent. O. M. Mansager of Hoover, right, newly elected head of the association, expressed hope for another record year in 1956.

## World's Most Expensive Cleaner



**A STERLING SILVER** encased vacuum cleaner is presented to Herbert Kern, left, president of Atlas Sewing Centers, Inc. by Robert E. Morrill of Landers, Frary and Clark. The gift was in recognition of the 100,000th Landers, Frary and Clark vacuum cleaner sold by Atlas.

## Puppets Promote Washers



**DISNEYLAND** puppets Mickey Mouse, Donald Duck and Dopey are part of a new promotion for Kelvinator washers, examined here by W. E. Saylor, left, advertising and sales promotion manager, and E. B. Barnes, general merchandising manager. The puppets move with the washer agitator, demonstrating the Kelvinator three-way action. The puppets are then offered for 59 cents to customers who watched the floor demonstration.



# WOMEN BUY FEATURES — AND FRIGIDAIRE'S GOT THEM !

Record-breaking crowds — and snowballing sales — give sure-fire testimony to the buy appeal of the 1956 Frigidaire Lift to Living appliances.

Here are four sales-clinching features that women

vote tops. That's only the beginning, dozens more are built right into the line. They're dramatic, they're years ahead, they nail down sales. Tell folks about them—early and often. Get on the band wagon.



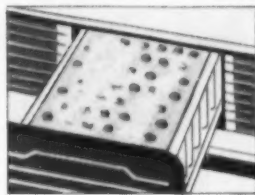
## COLOR AS THEY WANT IT

Snap-on Decorator Panels, in 7 style-wise colors to spark up their color schemes, fit right on to refrigerators, food freezers and ranges. Topped off with ranges, refrigerators, food freezers, washers and dryers in their choice of 4 gorgeous colors. Any-way women want color, Frigidaire's got it.



## DISHWASHING ACTION THAT SENDS DRIED-ON EGG DOWN TO DEFEAT

There's nothing else like it—the exclusive Frigidaire Turbo-Spray action. Not even 3-day hard egg, sticky buttermilk, grease in skillets, food in the tines of forks can stand up against it. King-size capacity too—takes bulky saucepans, 11-inch dinner plates, long-stemmed goblets, right in stride.



## A NO-VENT DRYER THAT TRAPS LINT AND MOISTURE

Folks don't spend a penny for plumbing or venting. It's all done with tubes in the exclusive Frigidaire Filtrator. These tubes condense the moisture and trap the lint. And do it *automatically*. Housewives and "house husbands" both go for this one—vote this Frigidaire Imperial their very favorite dryer.



## ROLL-OUT FREEZER DRAWERS AT THE BOTTOM OF THE FREEZER-REFRIGERATOR

Newest version of Frigidaire's famous Roll-to-You Drawers, now in a spectacular new 2-door Cold-Pantry Freezer-Refrigerator. Holds 168 pounds of frozen foods, has plenty of room for bulky packages. Topped off with a big 9.5 cu. ft. refrigerator section with automatic defrosting. Women fall for this on sight.

**BE FIRST WITH**  **FRIGIDAIRE**

**1956 Frigidaire Home Appliances  
Built and Backed by General Motors**

**Refrigerators • Electric Ranges • Washers and Dryers • Food Freezers • Dishwashers  
Room and Central Air Conditioners • Dehumidifiers • Water Heaters**

## AHLMA Meeting Finds . . .



**REGISTRANTS** for the 40th annual meeting of the American Home Laundry Manufacturers Association sign in at Chicago's Palmer House last month.



**NEW PRESIDENT** B. J. Hank, right, president of Conlon-Moore, listens as executive director Guenther Baumgart report on excellent 1955 industry sales.

# Home Laundry Industry Is Cleaning Up

Apparently the home laundry experts who last year predicted a sharp upsurge in sales hit it right on the button. When the American Home Laundry Manufacturers' Association met in Chicago last month, everyone agreed that 1955 fulfilled the hopes of even the most enthusiastic forecasters. And they expect 1956 to be still better.

Last year, Guenther Baumgart, AHLMA executive director told the group that 1954 sales totaled about \$1 billion at retail. In 1955, said Ray Halvorsen, executive vice president of Hamilton Mfg. Co. and chairman of the 40th annual AHLMA meeting, retail sales amounted to more than \$1,500,000,000.

Outgoing president, W. Homer Reeve, manager of Easy Washer division, took a long look into the future, said that a recent forecast survey made among AHLMA members indicates a steady rise of 22 percent from 1955 sales base to 1960 levels. Most optimistic forecasters expect a 53 percent

increase in sales from 1955 to 1960.

After his two years as president, Reeve turned over the gavel to Bernard J. Hank, president of Conlon-Moore. Said Hank, "It (AHLMA) appears now to be relatively strong and well-knit among trade associations, and it is probably unique in representing nearly 100 percent of the total industry. Only one other characteristic is needed to keep the spark of life bright, and that is people at the board and policy level. We would like the presidents and vice presidents of member companies personally active. . . . This is one of the important objectives for 1956."

Hamilton's Chuck Rippe reporting for E. J. Sorensen of Hotpoint, said, "Not only did we sell that magic million dryers in 1955, gentleman, but the score was over 1,300,000 units, 30 percent higher than our highest expectations. Those sales represented a 55 percent increase over 1954. As a matter of fact, nearly as many dryers

were sold during 1955 as the combined sales of this product for the first seven years the dryer was on the market—1946-1952."

How many in the year just ahead? "Well", said Rippe, "we believe an attainable 1,700,000 or 1,800,000 is a realistic figure."

**Woman's View.** Mrs. Edith Ramsay, the American Home magazine, said the future will see "lots more of color" and more built-ins. Washers and dryers, thinks Mrs. Ramsay, will be moved up and into the wall like built-in ovens. We will probably see much more legislation against "blind latches" on all appliances, she said, to eliminate the hazard of children suffocating in a compartment.

In a report on AHLMA plans for revision of its trade statistics in 1956, W. W. Grant, Westinghouse, said there would probably be a change in tabulating manufacturers monthly sales. Said he, "Suggested retail prices are less and less a guide. Instead, price

ranges—manufacturers selling prices to distributors—will be substituted."

In 1956, there will probably be a separate classification for washer-dryer combinations and one for sales to builders and other than retail trade.

Most important, he said, will be reporting of sales to dealers by counties as well as by trading areas. Changeover will start this month and the new statistics will be available later in the year. He expects members will recognize the importance of the new data and supply it without hesitation.

Other officers elected at the meeting: Elisha Gray II, president of Whirlpool-Seeger Corp., re-elected first vice president; Ray G. Halvorsen, executive vice president Hamilton Mfg. Corp., second vice president; Hal B. Miller, general manager home laundry department, G-E, third vice president. Parker H. Ericksen, executive vice president, Bendix Home Appliances division of Avco, was elected treasurer.



**RETIRING PRESIDENT** W. Homer Reeve, center, of Easy, receives an engraved platter from W. R. Dobney, right, Ironrite. Left is counsel George Lumb.



**PAUSING FOR** a moment during the AHLMA convention are, left to right, W. J. Shuler of Lovell, Howard Witmer, and I. M. Green of One Minute.



**AHLMA PUBLIC RELATIONS** director emeritus William Shaw, left, airs his views while D. A. Rizer of New Monarch listens.





**CONFERENCE** at speaker's stand finds John Wicht of Blackstone, left, posing a question for newly-elected president Bernard J. Hank who succeeds W. Homer Reeve, manager of Easy's washer division.



**JUST BEFORE** meeting gets underway H. B. Miller of General Electric and W. L. Kollsiek of Kelvinator compare their respective views.



**ENJOYING LAUGH** during AHLMA intermission were R. H. Smith, left, of Frigidaire and Roy A. Bradt of Maytag.

## INSURE CLOTHES DRYER SATISFACTION

ALWAYS  
install



## The ORIGINAL LAUND-R-VENT

Install the original vent. Most dependable, most efficient, least costly. All aluminum. No rust or ice. Friction-free damper retards down draft. Easy to install. Standard 3" and 4" complete kits contain LAUND-R-VENT, three 24" lengths Snap Lock aluminum pipe, two adjustable aluminum ells. Special kits available.

### NEW FIBERGLASS FLEXIBLE DUCTING!



Finest available. Fireproof, tough, corrosion resistant. Silver-chrome finish. Bends to 1" radius. Furnished in 5 ft. and 8 ft. lengths in kits—11 ft. lengths in bulk.

ASK YOUR JOBBER OR WRITE

**COLE-SEWELL Engineering Co.**  
2288 UNIVERSITY AVE. ST. PAUL 14, MINN.



## Good service makes good customers

Webb Manufacturing Co.  
2918B N. 4th St., Phila. 33, Pa.

Please send me prices on Wrapabouts and Slingabouts for

☐ ranges ☐ radios ☐ air conditioners  
☐ TV ☐ washers ☐ refrigerators

FIRM NAME \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_ STATE \_\_\_\_\_

When you deliver the new television set, it's a real thrill for any family. Show them you agree by delivering it carefully and installing it expertly—and they'll be your customers for life. One sure way to make the right impression is to make your deliveries in Webb Wrapabouts. They protect everything—the appliance, the customer's woodwork, and your reputation as a service-minded merchant. Webb Wrapabouts are made of water-repellent canvas, thickly padded, and flannel lined—and they last for years.



**WRAPABOUTS**  
For Radio, HiFi, TV  
and Air Conditioners  
For major appliances use Slingabouts

## NEW POSITIONS



JOHN W. CRAIG



MICHAEL J. RANALLI

**Westinghouse Electric Corp.**—John W. Craig has been named vice president of the company and general manager of its electric appliance divisions. Craig succeeds John H. Ashbaugh, who remains as a Westinghouse vice president and special consultant to Chris J. Witting, recently appointed vice president of the consumer products group. Robert J. Moore has been appointed sales manager, packaged products for the air conditioning division.

Additional executive appointments include Leonard D'Ooge as merchandise manager of electric fans, and Michael J. Ranalli as field sales manager for the corporation's television-radio division.

**O. A. Sutton Corp.**—Benjamin J. Fernandez has been named director of marketing research.



JOHN J. TYE

**Quicfrez, Inc.**—John J. Tye has been named merchandising manager. Tye was previously sales manager for the Kiekhafer Corporation.

**CBS-Columbia**—Anthony Dillon has been named to the newly established post of manager of market development. Willard L. Hemsworth has joined the national sales force as regional manager covering a six state middle western area.



W. P. VON BEHREN



C. S. SEMPLE

**General Electric Co.**—W. P. Von Behren newly-named general manager for the radio receiver department has announced the appointment of S. M. Fassler as manager of marketing. C. S. Semple has been named sales manager



S. M. FASSLER



JOSEPH F. EFFINGER

for the division and Joseph F. Effinger appointed as manager-television sales. Charles J. Coward has been named senior consultant on advertising and sales promotion for the company's marketing service division.



JOHN H. WALL



HARRY BOWSER

**Servel, Inc.**—John H. Wall has been appointed executive vice president. Wall had previously served as vice president and general manager of Servel's home appliance division. Harry Bowser, formerly director of sales development has been named sales manager of the home appliance division succeeding Roland D. Payne who has resigned.

**Maytag Co.**—Mark E. Anthony has been named regional manager for southern Iowa; and Richard Wilkinson and Joseph O. Grosz to like positions in Oshkosh, Wisc., and Mankato, Minn., respectively.

**Jacobsen Mfg. Co.**—Gilbert F. Herbert has been named district sales manager for the state of Texas and Robert L. Wirts to a like post for the eastern Ohio district.



GEORGE FORMAN

**Emerson Radio and Phonograph Corp.**—George Forman has been appointed advertising manager. Morton M. Tillman has been named to the post of eastern regional sales manager of the air conditioning division.

**Republic Steel Kitchens**—William M. Scanlon has been appointed Detroit, Mich., sales representative for the company.

**Sylvania Electric Products, Inc.**—Eugene P. Feeney has been appointed sales promotion supervisor. Feeney was previously regional sales manager for Magnavox in New York state.

**Hoffman Electronics Corp.**—C. E. Schick has been named to the new post of field sales manager for the corporation's radio division.



DAN R. NIGHSWANDER

**Norge Div., Borg-Warner Corp.**—Dan R. Nighswander has been appointed automatic clothes dryer sales manager. Nighswander previously was sales manager of conventional washers for the division.

**Moto-Mower Div., Detroit Harvester Co.**—Clyde L. Proctor has been named sales representative in California, Nevada, Arizona, New Mexico and Utah.

**Mullins Mfg. Corp.**—Lynn Gillespie, formerly in charge of Youngstown Kitchens' dealer training program has been appointed manager of sales development for the firm.

**Sylvania Electric Products, Inc.**—Charles C. Beyer has been appointed district sales manager, lighting products for the newly formed Charlotte, N. C. district.



WILLIAM E. RAMBO

**Proctor Electric Co.**—William Y. E. Rambo has been named advertising manager. Rambo was previously sales promotion manager for the company.

**Tuttle & Kift, Inc.**—Douglas F. Illiam has joined the company as director of the newly formed product research and development division.

**Eureka Williams Co.**—Sterling Mitchell has been named advertising manager. Mitchell had been general manager with Clinton E. Frank, Inc., Chicago advertising agency.





WILLIAM H. BOND

Hamilton Mfg. Co.—William H. Bond has been named to the executive post of director of distribution.



PAUL F. LEOPOLD

Crescent Industries, Inc.—Paul F. Leopold has been named sales manager of the home instrument division.



WILLIAM A. MACDONOUGH

Crosley-Bendix Home Appliances Div., Avco Mfg. Corp.—William A. MacDonough has been appointed vice president in addition to his duties as director of advertising and sales promotion.



JOHN E. GRIFFITHS

Toastmaster Products Div., McGraw Electric Co.—John E. Griffiths has been appointed merchandising manager in which post he will be responsible for developing sales promotion and distribution programs.

Magnavox Co.—Eugene B. Shields has been named assistant advertising manager. Regionally George Wilkens has been named zonal manager for eastern New York and the New England area; Frank Snyder as manager of the middle Atlantic zone, and V. J. Sanborn, central zone manager. Jim Egan heads the midwest zone, Austin Cunningham the southern zone, and Elwood Reeves, the western zone. Headquarters respectively are: New York, N. Y.; Philadelphia, Pa.; Chicago, Ill.; St. Louis, Mo.; New Orleans, La.; and Los Angeles, Cal.

Kelvinator Div., American Motors Corp.—William N. Bauer has been named manager of the divisional marketing department. Ross W. Hill has been named manager of used appliances.

Blackstone Corp.—Walter Landback has been appointed district manager for the corporation in the Detroit area, and Cortlandt T. Clark to a like position for the states of Washington and Oregon. Landback was most recently associated with Kelvinator, and Clark with Sylvania Electric.



HERBERT SIMPSON

Remington Elec. Shaver Div., Sperry Rand Corp.—Herbert Simpson has been appointed assistant general manager; A. C. Barioni as general sales



A. C. BARIONI

manager in charge of divisional sales, advertising, and promotional activities; and Robert P. Clarke, Jr., as advertising manager.



ROBERT P. CLARKE

## NEW "SERIES 800"

### BENJAMIN

EXTENSION CORD REEL WHICH ACCOMMODATES UP TO 50 FEET OF CORD HAS MANY APPLICATIONS

Series 800 Benjamin Extension Cord Reels provide an ideal "parking" place for electric cords.

Several applications are:

**TROUBLE LIGHTS** for Service Stations, Garages, Factories, etc., with extra high ceilings.

**EQUIPMENT** on portable electrical products for hospitals, industry, etc.

**HOME WORKSHOPS**      **BULK MILK or FARM PICK-UP TRUCKS**

A few of the models:

Series No.	Length of Cord Set	Type of Cord	No. and Gauge of Conductors	With Trouble Light	With Ground Wire	With Female Connector
Model 800-1	50	SV	18/2-F			x
Model 800-2	40	SJ	18/2-TL	x		
Model 800-3	30	SJ	18/3-TL-G	x	x	
Model 800-4	25	SJ	16/3-FG		x	x
Model 800-5	30	SJ	16/2-F			x

There's an Underwriters' Laboratory Listed Benjamin Extension Cord Reel available for your specific need. Third conductor can be provided for grounding purposes, if desired. Sturdy and trouble-free, Benjamin Reels prevent cord tangles—keep cord out of way when not needed, which results in much longer life.

Get Details from your jobber—or write to:

**BENJAMIN REEL PRODUCTS, INC.**  
10720 Broadway • Cleveland 25, Ohio  
Distributed in Canada by General Dry Batteries of Canada, Ltd.  
228 St. Helen's Ave. • Toronto 4, Ont.

## DRY-R-X

is the only patented, self-thawing clothes dryer vent!

U.S. Patent No. 2,730,943.

**Protect your customers from dangerous freeze-ups as well as excess moisture, heat and lint!**

Assure yourself of satisfied clothes dryer customers by venting with Dry-R-X as part of every installation. Dry-R-X is the top quality, completely weatherproof system that leads all others in sales. Install with your choice of "Button-Lock" aluminum pipe or inexpensive fireproof flexible tubing. Priced for your best profit.

**ASK YOUR CLOTHES DRYER DISTRIBUTOR** or write direct specifying make of dryer for information on displays, free literature and price sheets.

**DRY-R-X COMPANY**  
5321 CODE AVENUE • MINNEAPOLIS 10, MINNESOTA

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 Amana Refrigeration, Inc.—Graybar Electric Co., Inc., Detroit, Mich.; Major Appliance Co., Grand Rapids, Mich.; G. M. Popkey Co., Inc., Marinette and Green Bay, Wisc.  
 Apex Home Appliances—Gambill Distributing Co., Nashville, Tenn.; L. P. G. Equipment Co., Orlando, Fla.  
 Bell Sewing Machine Corp.—Ramsey-Bennet Co., Cleveland, O.  
 Bendix Aviation Corp.—J. K. Hagemeyer, Meridian, Miss.  
 CBS-Columbia—Radio, Television & Appliance Co., Seattle, Wash.; All-State Distributors, Inc., Newark, N. J.; Standard Supply Co., Salt Lake City, Utah.  
 Chambers Ranges, Inc.—Chambers Distributing Co., Cleveland, O.  
 Crescent Industries, Inc.—Anderson-O'Donnell Co., Denver, Colo.  
 DuMont Laboratories, Inc.—Kaemper & Barrett, San Francisco, Cal.  
 Gibson Refrigerator Co.—Adams Distributors, Inc., Boston, Mass.; Ludwig Hommel Co., Pittsburgh, Pa.; M. L. Foster, Oklahoma City, Okla.; Lee Distributing Co., Buffalo, N. Y.; American Appliance Distributors, Kansas City, Mo.  
 Granco Products, Inc.—Ravenel Co., Atlanta, Ga.  
 Lewyt Corp.—Miller Supply Co., Washington, D. C.  
 Norge—Emerson West Coast Co., Fresno, Calif.  
 Perfection Industries—William Van Hoogenhuyze Hardware Co., Inc., San Antonio, Tex.  
 Republic Steel Kitchens—Amana Products Corp., Long Island City, N. Y.

Revco, Inc.—California Built-In Supply Co., Oakland, Calif.  
 Royal Appliance Mfg. Co.—Shapiro Distributors, Inc., New Windsor, Newburgh, N. Y.; L. A. Woolley, Inc., Buffalo, N. Y.  
 Scott Radio Labs., Inc.—L. J. Messer Co., Lincoln, Neb.  
 Sonic Specialties, Inc.—Kierulff & Co., Maywood, Calif.  
 O. A. Sutton Corp.—J. A. Williams Co., Pittsburgh, Pa.  
 Sylvania Electric Products, Inc.—Jones-Sylar Supply Co., Miami, Fla.; Electrical Wholesalers of Florida, Inc., Jacksonville, Fla.  
 Toledo Desk & Fixture Co.—Buckeye Paper & Specialties Company, Toledo, O. Viking Air Conditioning Div., National Radiator Corp.—Bruno-New York, Inc., New York, N. Y.  
 Whirlpool-Seeger Corp.—Commercial Distributors, Portland, Me.; Fidelity Electric Co., Seattle, Wash.; Interstate Electric Co., Shreveport, La.; Leo J. Meyberg Co., San Francisco, Calif.; North Pacific Supply Co., Portland, Ore.; The Perry Shankle Co., San Antonio, Tex.; McClung Appliances, Knoxville, Tenn.; Radio & Appliance Distributors, Inc., Chattanooga, Tenn.; Wyatt-Cornick, Inc., Richmond, Va.; McDonald Bros. Co., Inc., Memphis, Tenn.  
 Youngstown Kitchens, Mullins Mfg. Corp.—Straus-Frank Co., Houston, Tex.; Ozark Motor & Supply Co., Springfield, Mo.; Midland Specialty Co., El Paso, Tex.; Frank Edwards Co., San Francisco, Calif.  
 Zenith Radio Corp.—McGregor's Inc., Memphis, Tenn.

## Amana Distributors Honored



**OUTSTANDING AIR CONDITIONER** distributors are honored by Amana in Dallas, Texas. Walter A. Wendler, left, Amana's assistant general sales manager, and E. W. Lyon, director of air conditioner sales, present plaques to J. S. Allen, Jr., of Southeastern Distributors, Memphis, and Robert Roberts, right, of Columbian Electric Co., Kansas City, Mo. Three other distributors, Kemper & Barrett, San Francisco; Tri-City Sales Corp., Davenport, Ia., and Main-Line Distributors, Inc., Chicago, were similarly honored during regional meetings in Las Vegas and Chicago.

## MERCHANDISING

### SUPPLEMENT

Products, Services—For More Sales, For More Profits

**HAND TRUCKS**

For Safe and Easy Handling of Ranges, Refrigerators, Home Freezers and Air Conditioning Units, Radio, Television and Window Cooling Units.

**SELF-LIFTING PIANO TRUCK CO.**

426 North Main Street Findlay, Ohio

**ONE MAN delivers**  
 A 350 lb. Appliance  
**ALONE!**

**HYKER** WALKS UPSTAIRS—  
 You Don't Drag It!

908 W. Lycoming • Phila. 40, Pa.

**KASSON Roto-Sho**  
 ELECTRIC TURNABLES

The action display way to boost your sales!

**\$895**  
 List Price F.O.B. N.Y.

Model SM-10. ROTO-SHO JR. Costs only 11¢ a day to run! Revolves 3 times a minute. Holds build-up display fixture permitting full use of display space. Carries 10 lbs. A.C. only.  
 Delivery out of stock in 24 hours!

Get FREE illustrated literature showing build-up fixtures, prices. Write today!

**KASSON DIE & MOTOR CORP.**  
 Formerly General Die & Stamping Co.  
 32-14 Northern Blvd., Long Island City 1, N.Y.  
 Integrity Since 1919

Makers of fractional horsepower motors; skeleton and ceiling turntables for display industry use. Quantity discounts available.

## SEARCHLIGHT SECTION

(Classified Advertising)

SELLING EMPLOYMENT	"OPPORTUNITIES"	MERCHANDISE BUSINESS
<b>RATES:</b> <b>UNDISPLAYED</b> \$2.10 a line, minimum 3 lines. To figure advance payment, count 5 average words as a line. DISCOUNT of 10% if full payment is made in advance for 4 consecutive insertions. <b>POSITION WANTED</b> undisplayed advertising rate is one-half of above rate, payable in advance. BOX NUMBERS—Count as 1 line.	<b>DISPLAYED INDIVIDUAL SPACES</b> with border rules for prominent display of advertisements. The advertising rate is \$14.85 per inch for all advertising of Equipment & Business Opportunities appearing on other than a contract basis. Contract rates quoted on request. <b>EMPLOYMENT OPPORTUNITIES</b> \$30.75 per inch subject to agency commission. <b>AN ADVERTISING INCH</b> is measured 1/8" vertically on a column—4 columns—48 inches.	

## WANTED NEW ELECTRICAL PRODUCT TO MANUFACTURE AND MARKET

By well established, medium size, independent manufacturer of electro mechanical devices. Has national distribution through finest hardware, electrical distributors, department stores, mail order houses. Interested in new product to make and market.  
 Basis outright sale or royalty.

BO-5580 ELECTRICAL MERCHANDISING 330 W. 42 St., New York 36, N. Y.

We have 27 years of successful experience, selling to chains, jobbers and department stores.

**WE HAVE OPENINGS NOW FOR 2 ADDITIONAL LINES. CHECK OUR REPUTATION WITH ANYONE WHO KNOWS THE TOY BUSINESS.**

Sam Weisman Sales Organization  
 200 Fifth Avenue New York City

### SELLING OPPORTUNITY OFFERED

Manufacturers Sales Agents: Several territories available by nationally-known manufacturer Industrial Flashlights and Batteries. Full details on receipt complete resume your experience and territory. Write SW-9083, Electrical Merchandising, 330 W. 42nd Street, New York 36, N. Y.

### New Advertisements

received by February 10th will appear in March issue, subject to space limitations.

Address copy to the  
**Classified Advertising Division**  
 Electrical Merchandising  
 330 West 42nd St., New York 36, N. Y.

Leading factory in

## HOLLAND

with subsidiary in Belgium

and a large sales-organization in both these and a number of other countries

## SEEKS NEW ARTICLES

- a. for sale
- b. for production

Only first class proposals will be taken into consideration.

Write under No. 29708 to  
 Adv. Agency Belinfante & Co.,  
 8 Regentessplein,  
 The Hague, Holland.

## 144 RAZORS \$400

72 Women "Hairstreamer" and 72 Men Taylor Made A.C. Dry Electric Razor. Postpaid.  
 "National Directory of 2500 Discount Dealers" 66 pages free with purchase.

**MAX SALTZMAN**  
 Dept. EM 7035 Hinds Ave.,  
 North Hollywood, Calif.



## DISTRIBUTORS OF VACUUM CLEANER REPAIR PARTS FOR ALL MAKES

Write for Free Catalogue  
 Parts - Supplies - Brush  
 Rebuilding - Armature Rewinding  
**VIKING SUPPLY COMPANY**  
 76-18 Jamaica Ave., Woodhaven 21, N. Y.



## Memo to Distributors:

**Y**OU all are aware that distribution generally has been undergoing some severe strains.

The cost of the function distributors perform has been subjected to much critical analysis. Many manufacturers have set up their own factory distribution operations; some manufacturers have dealt directly with larger retailers. There has been some acid comment on your franchising policies—policies that seemed to have been dictated by the assumption that the greater number of dealers, the greater the business. There have even been intimations that at times you have been guilty of competing with your own dealers—a base innuendo, of course, because we all know that the collective strength and welfare of your dealers provides the principal reason for your business existence. At any rate, in a manner of speaking, you have been put on the defensive of late. Now, this is scarcely the proper frame of mind in which to initiate programs to kindle that spark of creative enthusiasm in others, to plan and to carry through with your plans. If you believe that the mere physical possession of a warehouse and the grudging granting of limited credit to a dealer makes you a distributor, then I am prone to believe that much of the criticism that has been leveled at you is not without some reasonable basis. Just as there may be no indispensable man, there is no indispensable business.

To justify your existence, you must make some valid contribution to the value of the products you sell. The manufacturer designs, engineers and produces the product. He researches the needs and wants of the public before he even puts a pencil to paper, or orders the machinery to stamp out the product in steel. He advertises it nationally and locally; he creates a desire and want for his product. But then, all this research, all this engineering know-how, all this productive genius and capacity, all the millions spent on telling the public through newspapers, magazines, radio and television how good the product is can only end up in one place—on your own doorstep. You have to take it from there, and how you take it and where you take it is the measure of the contribution you make to the value of the product.

**T**ODAY, you have a real opportunity to make such a contribution. We have seen the impact of color in free-standing appliances and kitchen cabinets; we have seen a growing acceptance of built-ins and stack-ons. Our whole traditional conception of the kitchen is changing from day to day. And yet your dealers' collective sales strength in their individual communities

is not being harnessed to these new trends. Here is where you can make your contribution. You must be the prime mover in overcoming dealer inertia to change.

Specifically I would suggest the following simple steps to accomplish this goal:

(1) Find out the number of your dealers at present selling kitchens, even in a limited way—sinks, cabinets, etc. I asked a kitchen distributor the other day how many of his 800 dealer accounts were selling kitchens. He said less than 5 percent. What's your score? You may find it to be only 1 or 2 percent. Why not aim to double the number this year?

(2) You have got to be enthusiastic about kitchen business yourself, or you won't convince your dealers they should be in it. Your whole organization should be made kitchen-conscious—down to your own secretary.

(3) Qualify your dealers. The guy whose only method of selling is putting the stub of a pencil to the back of an envelope to see how much discount he can allow, is not your man. Find one good man in each community and then back him to the hilt—with time, with training, with display, with advertising and promotion. Don't just talk product, talk future. Remember, one good producing dealer is worth ten who pay half-hearted lip service to kitchen business potentials.

(4) Make at least one man in your organization a kitchen specialist, or head of your kitchen department. He should know all there is to know about your products. He should be expert at estimating customer's requirements, at arranging with plumbers, electricians or carpenters for installations; he should have a knowledge of color matching. He should help set up a display in the dealer's store. He should help train him in selling kitchens and he should help the dealer handle his first prospects. In other words, he should live with the dealer until he is able to handle the business himself.

(5) Hold your own training sessions—for individual dealers and, if necessary, pay their expenses for a visit to the factory. It will pay dividends in future business.

**R**EMEMBER there is no saturation in kitchens—only old models that need to be traded for new ones. If you help dealers get into built-ins and a complete kitchen business, you will have performed a real service for the industry.

*Laurence Wray*

EDITOR



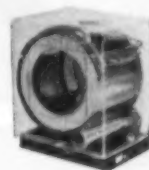
## YOU CAN HELP HER OUT OF A TIGHT SPOT



AFTER hanging a wash, she's as washed out as her clothes. She's ready for the clothesline herself. You're in a position to help her—and help yourself as well. Sell her an automatic dryer with the famous Lovell Drying System. It'll save her up to 10 hours a week. And free her from a back-breaking job. And to make it easy on *yourself* be sure to point out these features in the Lovell Drying System.

1. Vacuum Drying System preheats air, has highest drying rate, costs less to operate, reduces lint accumulation.
2. Easy-to-unload Door is extra large, opens all the way. Gives full visibility.
3. Air-cooled Cabinet allows easy access for cleaning.
4. Easy-to-Clean Lint Trap.
5. Outdoor Humidity Vent is easily connected at rear.
6. Handy Clean-out Drum Baffle to remove sand, small objects.

The Lovell Drying System is used in many leading makes of tumble-type dryers, both gas and electric. Lovell Manufacturing Co., Erie, Pa. Also makers of famous Lovell Pressure Cleansing Wringers.



*America's newest household blessing*



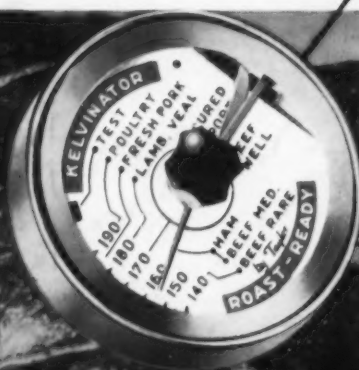
**DRYING  
SYSTEM**  
ELECTRIC and GAS

*(Remind every customer that she can get her wash done quickest with a wringer-washer and automatic dryer—and that the combination costs less than she thinks!)*

Now! An automatic electric meat thermometer  
that turns off the oven automatically and  
flashes a light when roast is done!

**"ROAST-READY"!**

*a great new exclusive that you will find only in*  
**NEW 1956 KELVINATOR ELECTRIC RANGES**



**ANOTHER GREAT KELVINATOR  
EXCLUSIVE DEMONSTRATION FEATURE:  
DISPOSABLE ALUMINUM  
OVEN LININGS!**



Just open a Kelvinator oven . . . and open the way to a sale. Kelvinator's exclusive Disposable Aluminum Oven Linings end the chore of oven-cleaning for good. So easy to demonstrate. Slide out the foil bottom, top, or either side. Show how jiffy-easy it is to put in shining new linings. Here's another great sales-maker available only in Kelvinator Ranges!

**THE HOTTEST DEMONSTRATION FEATURE  
IN THE RANGE INDUSTRY!**

Here's the newest, hottest demonstration feature in the entire range industry . . . a truly automatic electric meat thermometer! It not only cooks roasts as desired—rare, medium, or well done—but turns off the oven *automatically* and flashes the lighted message, "Roast-Ready." Roasts just can't overcook. What a demonstration feature! What a selling feature! "Roast-Ready" has that magic

difference that means dollars for Kelvinator retailers.

Kelvinator's new "Roast-Ready" combined with Disposable Aluminum Oven Linings are the two greatest demonstration and selling features of the industry! They are typical of the sensational features of the whole 1956 Kelvinator line of products—products that are easy to demonstrate, easy to sell.

"Disneyland," America's Favorite Family Program, is Selling, Selling, Selling for Kelvinator Dealers

**Kelvinator**

Division of American Motors Corp., Detroit 32, Mich.

American Motors Means  
More for Americans

**KELVINATOR IS THE  
MOST VALUABLE FRANCHISE  
IN THE INDUSTRY**